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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BSSR UTILIZES INDUSTRIAL REMNANTS FOR CONSUMER GOODS PRODUCTION

Moscow IZVESTIYA in Russian 9 Jul 85 p 2

/Article by A. Reut, deputy chairman, BSSR Council of Ministers, chairman of the republic's Gosplan: "If We Look at Things with a Business-Like Eye: Local Materials Comprise a Supplementary Source for Increasing the Production of Consumer Goods"/

/Text/ Let me express a conviction which is drawn from practical experience: in my opinion, a shortage is almost always based on a mistaken business decision, a poor knowledge of the demand. And often it is a case of irresponsibility and a lack of development on the part of certain managers.

At the April (1985) Plenum of the CPSU Central Committee it was clearly stated that we must do a great deal in order to decisively improve the quality and expand the assortment of goods and services, to saturate the market with items which people need. The achievement of these goals will be served by the Comprehensive Program for developing the production of consumer goods and the service field, a program which will be approved in the very near future. We are confronted with a complex, responsible task. And we not only ought to but must, first of all, make full utilization of the existing, very abundant reserves and possibilities for deploying in a business-like way the potential which have already been created.

How do matters stand now in the republic with regard to the production of consumer goods? During the first quarter their growth rate amounted to 5 percent. This is higher than the growth rate for total industrial output. For these three months production of such goods exceeded the plan by more than 141 million rubles. Now for each ruble of the wage fund 2 rubles 17 kopecks worth of consumer goods will be produced.

Naturally, the chief place here will be allocated to light industry. It operates under the conditions of the economic experiment, and this helps us to solve many complex problems more effectively, taking into consideration the interests of the population. Year after year the output of products with the "N" index is increasing. The system of holding fairs for the whole marketing of light industrial items has been revised; they are now held twice a year. With regard to individual types of items, the previously coordinated assortment is adjusted every quarter. The BSSR Ministry of Trade has worked out a system for managing the commodity resources.

Every year light industry renovates 76.5 percent of the items being turned out. This figure is quite high. Under the conditions of the experiment the following position is also being checked out: is it feasible to expand the right of associations and enterprises with regard to their setting provisional prices on test batches of materials and goods? The mechanism of provisional prices is now operating effectively. It includes provisional surcharges on the permanent prices, which allow for the reimbursement to groups of the supplementary outlays for mastering and expanding the production of new items, as well as deductions of money for the material-incentive funds for the purpose of awarding bonuses to workers.

How are the provisional surcharges distributed? As much as 15 percent of the total is relegated to the material-incentives fund in order to award bonuses to workers. Bonuses are paid out regardless of whether the plan is fulfilled with regard to the indicators reflecting the activities of the enterprises or the expenditures from the wage fund. Moreover, this is over and beyond the total amounts being paid out for bonuses on other points. Some 45 percent is deducted for the state budget, while the remaining part stays at the disposal of the enterprise and is used to cover additional expenditures for producing goods of improved quality and for profit formation.

The use of provisional prices is economically advantageous for enterprises. That is the way it should properly be. The profitability of items on the "N" index significantly exceeds the average level. The volume of production of new items with improved quality and that of particularly fashionable items in the system of light industry has now reached 1.8 billion rubles. The enterprises have deducted 19 million for their own material-incentive funds. This is an imposing sum! By utilizing the rights granted to them, the groups turned out the first test batches worth 20 million rubles. In short, this is profitable both to those who produce them as well as those who buy them. Purchasing demand is now being studied more effectively, and the time periods from their being developed to their going on sale have been reduced.

The production program of the enterprises has become more realistic, taking into account the needs of the population. Last year, for example, two or three times as many particularly fashionable items were sold than was the case during the previous year--prior to the beginning of the experiment.

We have great reserves for growth. In the first place, we need to make more complete use of local raw material and the remnants of basic production; we must also objectively evaluate the status of the market in our republic. It is precisely these factors which determine how economically we handle matters.

By means of just what sources can we draw even more broadly on local materials in order to increase the production of consumer goods? This question was discussed in principle at a plenum of the Belrussian Central Committee. Specific tasks were set out--for today and for the future. We now have 400,000 types of items in trade. We have constant monitoring controls on the course of their sales. Above all, the decision was made to revise the structure of production administration. Consumer goods divisions have been created within BeSSR Gosplan, the oblispolkoms, and the Minsk Gorispolkom within the bounds of the existing number. A Commission of the Presidium of the republic's

Council of Ministers was formed for monitoring production, the delivery of consumer goods to the market, trade, and everyday services to the population. Similar such commissions are operating in the republic's oblasts, cities, and rayons.

There has been an essential change in the procedure for planning goods production: since 1983 the state plan for the republic's economic and social development has provided for a special section. The Central Statistic Administration and the BSSR Gosplan have developed a system for monthly accountability which permits effective monitoring controls over the course of performing the assigned tasks.

The republic has worked out a program for the production of consumer goods. A sharp increase in the output of such items has been provided. It is planned to obtain the basic increase in the existing capacities--by means of modernizing and re-tooling them. Included in this business have been all the enterprises which previously had not been engaged in turning out consumer goods.

But here is what I would like to draw attention to. The principal burden is being placed on light industry. And so it seemed that the reputation of items made by "small-scale," i.e., local industry, has lost ground. There is only one way to correct this situation--to expand by all measures the products list of consumer goods produced from the industry's own raw materials and to upgrade its quality. And this has likewise been aimed at by the recent decree of the CPSU Central Committee and the USSR Council of Ministers on developing local industry.

The BSSR Ministry of Local Industry has developed and is implementing a comprehensive program for utilizing local types of raw materials and remnants of production. In the sectorial design-and-technological institute a research department has been created which coordinates all projects on the utilization of local raw-material resources. Here exhibits of new items are held every year. Their goal is to determine the artistic-technical level of this or that product as well as the need for it. Contests for the best proposal with regard to the most effective use of industrial by-products and secondary raw materials have become a part of the system. A catalogue is periodically published which sums up the experience of the sector's best enterprises; it also provides sketches and a brief description of the items being proposed for production.

In each oblast metal-processing enterprises have created special sectors which engage in the centralized retrieval of metal for subsequent re-processing. Every year in such a way some 4,000 tons of metal by-products are put back to work. They are re-processed by 24 enterprises of the Ministry of Local Industry, manufacturing more than 170 kinds of consumer items. Considerable use is also being made of the by-products of wood-processing enterprises.

But the reserves are far from being all absorbed. This is testified to by the following fact. At the behest of the CP of the BSSR Central Committee, Gosplan and Gossnab together with specialists from the ministries and departments, from the BSSR Academy of Sciences and the sectorial NII's /scientific research institutes/ surveyed practically all the enterprises in the republic. It turned out that not even those resources which had supposedly already been

evaluated as worthy were headed for re-processing. Measures have now been outlined for drawing these reserves into operation.

I would also like to say something else: certain large-scale enterprises under Union jurisdiction are turning out merely simple items which are within the capacities of local industry as well. And they are mastering the production of technically complex items extremely slowly, even though they have a firm technical base and skilled personnel. With the participation of the oblast and urban planning organizations, the republic's Gosplan and Ministry of Trade have worked out a schedule for the gradual shift of the simplest items from Union to local industry. And we are taking all sorts of measures to orient heavy industry toward mastering complex everyday equipment.

Not everything comes easily. Take, for example, the Minsk Motor-Vehicle Plant, where M. Lavrinovich is the director. Here the output of consumer goods per ruble of the wage fund amounds to only 14 kopecks. Even to mention such a figure is somehow awkward and unbefitting. But, it seems, the managers of the enterprises are not at all embarrassed by such a situation with regard to the production of consumer goods. Otherwise how is one to explain the fact that every year they are extremely generous with their promises, they outline many measures of all possible sorts, but matters never get off dead center? Is this not an example of empty verbiage, of creativity on paper?

The very same thing can be said about the Minsk Motor Plant also, where I. Semak is the director. Per ruble of the wage fund this enterprise yields only 24 kopecks worth of consumer goods. Instead of seriously engaging in the production of such goods, they cover up their lack of activity here with a show of new consumer items. But they all are at the stage of test models, and, as a rule, that's the way they end up.

We also see the non-utilization of reserves in local industry. This republic has raw-material resources at its disposal--clay, twigs, straw,and flax--for completely satisfying the public's demand for ceramic-pottery items, stove tiles, and various types of products made of twigs and straw. But many of these good things are now vanishing.

Implementation of the measures outlined above will allow us to make practically complete use of the production remnants of the light, lumbering, wood-processing, food, and meat-and-dairy industries, as well as part of the by-products being formed at enterprises under Union jurisdiction. During the next five-year plan a great increase has been proposed for the production of items by utilizing secondary material resources.

Practical experience has confirmed the following: production remnants and local resources can be a solid source for expanding consumer goods production. The republic is already deriving quite a bit from this source. To take as much as possible from that which can be put into the business at hand--such is the task for today and for the future. Here one thing is necessary: to constantly look around with a business-like eye, to be extremely thrifty.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FACTORS INFLUENCING BALANCE OF SUPPLY, DEMAND ANALYZED

AU140641 Moscow PLANOVOYE KHOZYAYSTVO in Russian No 7, Jul 85 pp 52-59

[Article by A. Yarovikov, deputy director of the All-Union Scientific Research Institute for the study of the population's demands for consumer goods and trade and market conditions: "Consumer Demand and Goods' Variety: Problems of Balance"--names between slantlines published in wide-spaced print]

[Excerpts] The questions of satisfying the buyers' demands as well as the questions of production of and trade in consumer goods are becoming increasingly important at the contemporary stage of the country's development. As was noted at the conference of secretaries of central committees of the communist parties of the union republics and of krayoms and obkoms, of ministry and department leaders, the solution to these questions is found in increased production volume, perfecting the variety and quality of goods, and in output of manufactured products with such consumer qualities which can satisfy the most widely varied demands by buyers. It was pointed out at the April (1985) CPSU Central Committee plenum that the incompatibility of delivered products with consumer demands and the low quality of these products are essentially tantamount to squandering the material resources and wasting the labor of our people. Speaking at the meeting of the aktiv of the Leningrad Party Organization, Mr S. Gorbachev, general secretary of the CPSU Central Committee, said: "We are passing through a new special stage when it is not only and not as much the quantitative indicators as it is the problems of quality, variety...that assume the place of primary importance. If we fail to solve the problems of quality, we will not solve the problem of commodity supply for the population." (Footnote 1) (/M.S. Gorbachev:/ "Persistently moving forward speech at the meeting of the aktiv of the Leningrad Party Organization on 17 May 1985." Moscow, 1985, p 22)

Ensuring the balance between the commodity supply and the population's demand is one of the most difficult problems in this sphere. As incomes grow, substantial shifts occur in the structure of consumption and, whereas expenditures to satisfy higher needs increase, expenditures for food and some products of light industries and some products for cultural and everyday services decrease. The demands of buyers continue to grow. The aforementioned structural shifts have taken place simultaneously with an increase in the consumption of basic food products and non-food goods. By the beginning of the eighties all these factors had formed a new type of consumer characterized by a considerably greater demand for the variety and quality of goods.

Variety and quality are complicated economic categories. The state of affairs in production and trade and the level of satisfaction of demand depend in many respects on the interconnection between these two categories.

The most important thing at this time is to consistently introduce progressive methods and forms of economic management. As far as consumer goods are concerned, the main purpose of these measures is to arouse the interest of enterprises in the output of such a variety of products and in such quality of these products that will meet buyers' demands to the maximum. It is not enough to simply ensure the fulfillment of the plan; it is necessary to satisfy the buyers' demands, taking account of the fact that every category of consumers has "its own" demand for quality, is oriented to "its own" variety, and considers in this case a certain level of prices as being acceptable. The economic mechanism must be set up to ensure that any volume of value is in accord with its concrete natural and material composition. (Footnote 2) (/Fgmm. Rusinov/: "Effective Management: Science and Practice." Moscow, MOSKOVSKIY RABOCHIY, 1984, p 17)

In recent years a complex of socioeconomic and organizational measures has been implemented which influenced the changes in the correlation between demand and supply. However, at the same time, it is impossible not to notice a long and steady trend of slowing growth rates of production, sales, and consumption of many types of goods in large demand. Contradictions have appeared between the planned and real processes in production and sales of products, something that has resulted in increasingly frequent failures to fulfill the plans of enterprises, trade organizations, industry, and individual branches as a whole. At the same time, the structural and variety imbalance between the demand and supply of some goods has intensified. Many buyers are dissatisfied with the qualities of goods. The variety of a number of products for cultural and everyday services and household use has considerably increased but only some marks and models of these products continue to be greatly preferred by the population. By far not all models of the many types of produced refrigerators, vacuum cleaners, television sets, and electric shavers enjoy a high demand.

The scientific-technical progress manifests itself in this sphere in a distorted way by unnecessarily complicating designs and increasing the prices of products. Consequently, the products that could satisfy the demand (and simultaneously increase the sales) of certain groups of buyers (single persons, older people, children, youth, and so forth) are being dropped from the variety of goods produced.

The imbalance between the variety structure of commodity supply and the demand is felt especially strongly in relation to the light industry's products that form the main part of stocks of unmarketable and unused products. The output of many clothing and footwear items that largely do not satisfy buyers is marked by an insufficient selection of products with high functional and aesthetic qualities. Delivered products are sometimes completely rejected and returned to production enterprises. The hidden unsatisfied demand when the buyer has to buy something but is dissatisfied has become characteristic.

The market imbalance and the divergence of trends in the development of demand and supply at certain stages represent nonantagonistic contradictions of the country's economy. They can be solved by perfecting the management of the economy. Certain measures within the framework of the large-scale economic experiment that is now in progress are aimed precisely at this goal, that is, in the final analysis, at bringing together the interests of producers and consumers. However, the essentially negative aspects of these contradictions that are directly connected with shortcomings in economic practices cannot be overlooked. (Footnote 3) (/V. Kulikov:/ "Character of Contradictions of the Socialist Economy and Forms of Their Solution." KOMMUNIST, 1984, No 9, p 43)

One-sided management solutions are quite often proposed to improve the situation in the production and sales of popular consumer goods (that is, to satisfy the buyers' demand). For instance, it is proposed to increase the production volume (commodity supply) by a quantity equal to unsatisfied demands. In the conditions of the existing variety structure of commodity supply this would partially cover the unsatisfied demand inasmuch as the goods in high demand would be included in the variety structure. However a mechanical (extensive) increase without any changes in the quality of the variety of products would result in a new mass of unmarketable products. This in its turn would result in further losses of resources.

The only correct (and optimal from the viewpoint of satisfying the demand and economizing in resources) solution is a revision of the contents of commodity supply and improvement of the products quality, that is, changes of an intensive nature in the quantitative proportions. "Quality and again quality, this is our slogan today," it was stated at the April (1985) CPSU Central Committee plenum. "Having solved the problem of quality, we can also solve the problem of quantity." (Footnote 4) ("Documents of the CPSU Central Committee plenum, 23 April 1985." Moscow, POLITIZDAT, 1985, p 11) There are possible variations according to which demand and supply can be balanced without any substantial changes in the volume of production and sale of goods. It is not each individual aspect of balance but precisely the correlation of all of its aspects that represents the invariable general economic prerequisite for the intensification of the national economy. (Footnote 5) (/A. Yefimov:/ "Economy, Proportionality, and Balance." PRAVDA, 18 May 1984)

A qualitatively new situation in the demand for and supply of manufactured consumer goods in large demand has arisen in the years of the 11th 5-Year Plan period when the balance between the supply and demand is now mainly determined by the degree of satisfaction of the demand of concrete groups of consumers for variety and quality of goods. Whereas previously variety and quality were important but still only accompanying indicators in ensuring the fulfillment of the value volume of production, now it is precisely they, the variety and quality, that determine the volume proportions, that is, they are now decisive indicators. However, this circumstance is not always taken into account by the existing system of regulating the output and the sale of such products. It is obvious that this precisely is the reason for an aggrevation of the problem of meeting the demands for manufactured products for children and for goods for youth and old people in the current 5-year plan period.

Therefore, it is not simply the commodity supply or even the variety of goods in general but the variety calculated to satisfy specific groups of consumers that represents the main condition for balancing demand and supply. Subordinating all links in the process of production and trade--ranging from forming the concepts of products and construction of models to marketing them--to this condition is the main important and principled task in the development of the branches producing consumer goods and trade.

The difficulty in solving these problems lies in the fact that the demands of various groups of population for quality and variety of products are not matched to a proper extent with the system of orienting and stimulating indicators, with the economic interests of industrial branches, and with the mechanism of mutual inter-branch economic relations. These demands are only remotely reflected in a limited number of indirect indicators of renovation, of products with a mark of quality and so forth. The products certified with the mark of quality and index "n" quite often fall in the category of products in low demand. And what is more, manufactured products are sometimes simultaneously certified with the mark of quality and the index "n" without sufficient ground, something that lowers the difference between the criteria of "quality" and "newness." This practice is due to the desire of industrial enterprises to receive additional allocations.

At present the product variety indicators are not laid down by the system of planning and regulating influence on production and trade in the system of management. The commodity structure determined by specifications in delivery contracts is the closest to real variety. However, this structure, too, being determined by unilateral offers of goods prepared in advance (that is, by concretely available products), plays a passive role in the selection from the available variety of products. The consumer attributes of products are thus limited and do not reflect differentiated demands of various groups of consumers as regards the parameters of the products concerned.

The product quality control essentially deals only with the technological aspects of production operations. The quality indicators of manufacturing (such as frequency of seams, deflection of stitching, and so forth) regulated by the state standards, technical conditions, and other normative documents virtually do not reflect the demands of buyers. Therefore it seems important to precisely determine the role of standards in guiding production closer to the demands of buyers. This is a complex problem. On the one hand, these demands must be translated into the language of producers and, on the other, it is necessary to take into account the dynamic nature and constantly changing structure of these demands (which concerns the sustance of normative documents), on the other.

At present the development of variety and quality is not planned in advance for a longer period and the changes in its structure are of a passive and enforced nature and most often are not regulated by economic but by administrative-organizational and other directing means (resolutions, assignments, and so forth). It is incumbent upon the trade and industry to ensure the progressive nature of changes in variety by their 5-year agreements. However, these agreements continue to include the same structures and branch positions as in the past even though they do so for a longer period (which, incidentally, can have even more negative consequences).

It must be also noted that the means of actively influencing the demand have been insufficiently utilized. Hardly any attention is paid to this aspect of the problem. Thus, the poll of an especially selected group of consumers living in various regions of the country has shown that more than 50 percent of women and 60 percent of men are inclined to acquire products that are out of fashion. Consequently, it is not only the output of fashionable products but also the preparations of consumers for buying these products (advertising) that represent a factor of balancing the demand and supply. However, at present the necessary firm link does not exist between the individual elements of the "production-fashion-demand" triangle.

The experience of socialist countries in regulating the structure and variety correlation between demand and supply is interesting. The so-called variety concepts are developed in some of these countries.

In the CSSR both the trade and the industry participate in the preparation and implementation of such a concept. And the concept essentially determines the composition of the variety of products that correspond in the best possible way to demands by various groups of consumers, and outlines the accompanying measures (concerning the development of technology, imports, price formation, and so forth). And in this connection the retail prices are differentiated according to categories and depending on the product quality level (consumer qualities).

In the GDR, the variety concepts are even more organically incorporated in the system of trade and industrial management (in connection with the formation of the periods for some products) by the central commodity offices (or by the wholesale directorate) and by associations of the people's enterprises in cooperation with product variety councils and they are jointly confirmed by the partners involved. The concept includes the necessary data on the quantity, quality, retail prices, variety composition, packaging, and terms and conditions of delivery of the specific products. Considered from the juridical viewpoint, the products variety concepts are a form of coordination of contract agreements. They ensure purposeful and interdependent actions of industrial and (domestic and foreign) trade enterprises and of imports and exports, as well as the link between the centralized state planning and balancing, on the one hand, and the planning of concrete product variety in industry and trade, on the other.

The experience of the fraternal countries in managing the product variety can be used to a certain extent in the USSR, for instance, by means of working out and implementing comprehensive special-purpose product variety programs. The product variety concepts reflecting the optimal composition of the variety structure of commodity supply should provide the special-purpose basis for these programs. In this connection the demands of appropriate groups of the population as well as the socioeconomic conditions (resources, social goals), medical physiological, and other needs represent the criteria of optimal effect.

Proceeding from this, the product variety concept determines the necessary range of variety (the amount of diversity in the specific groups of goods), the choice of product qualitites that are the most important for the consumer

(functional, ergonomic, aesthetic qualities), the proportions, areas, and necessary scale of updating of individual positions in the product variety, and the proposed distribution of commodity supply by regions and seasons. Thus, it presupposes a purposeful formation of the product variety not by considering the "average" buyer but rather the specific groups (types) of buyers.

The proposed programs should also include a system of inter-branch measures ensuring the necessary development of product variety for the coming period. The ultimate goal of these measures would be to achieve the structural and variety balance between demand and supply. Therefore, the measures must be comprehensive, that is, they must include the basic factors which determine that balance (model construction, designing, raw materials supply, production, planning, economic stimulation of enterprises, price formation, organization of trade, formation of demand, and so forth). The areas in which it is possible to work out the comprehensive speical-purpose product variety programs will be determined by these or those groups of goods in large demand (according to consumer complexes, variety groups, specific groups of consumers, territories). In particular, there are goods for children, youth, elderly people, amateur fruit growers, motor tourists, inhabitants of new industrial development regions, mobile population (certain categories of builders), and so forth.

It is expedient to prepare these programs for the country as a whole, for the individual union republics, large regions (the Urals, central Asia, the Volga area, Siberia, and so forth), or specific regions of the country (The Baykal Amur railway region, western Siberia, territorial-industrial complexes, and so forth). As one of the variations, they could be a substantive part of long-term agreements and contracts between trade and industry (necessarily involving a large number of participants, such as, for instance, the organs of price formation, financial organs, and so forth).

According to their statute, the programs could be considered as directives to different degrees. The terms of their effect (as well as the terms of effect of the agreements concluded between different branches) can be flexible (ranging from 1 to 5 or more years) and must be concretely determined by the complexity of the problems that require a certain period for their solution.

The comprehensive special-purpose product variety programs must be based on a strictly scientific analysis and special research work including the study of opinions of the population (consumer evaluations, demands, intentions, and so forth) on the variety and quality of products, as well as on typological studies, and on considerations for specific characteristics of various contingents of consumers. It is important in this connection to develop a model of the optimal structure of product variety. This is a new research task that also requires a new methological approach. It is necessary to uncover and forecast not only the structure of the body of consumers (their types) but also the structure of commodities and in this connection it is necessary to project the optimal proportions of demand and supply at the micro level and not at the macro level. At the same time, the work of different branches must be interlinked in a way to ensure that a given optimal structure of products will become their unified guideline. .This fact determines the inter-branch nature of work connected with the preparation and implementation of comprehensive special-purpose product variety programs.

In this way the special-purpose program approach links together the research and the practical actions in developing the product variety and meeting the demands of consumers. This measure ensures the inclusion of the structural and variety cross section of inter-branch proportions. In this event the product variety programs are linked with the long-term special-purpose programs of the development of production of consumer goods and of the system of services. At the union and republic level they can be considered as subprograms ensuring the substantive complementing of these programs with the "product variety part."

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

GREATER MECHANIZATION IN PACKAGING GOODS NEEDED IN UKRAINE

Mosocw SOVETSKAYA TORGOVLYA in Russian No 7, Jul 85 pp 7-10

[Article by V. Starunskiy, UkSSR Minister of Trade: "How to Technically Retool a Sector"]

[Text] At the present time, when the efforts of the party and the people are directed toward completing the transition of the country's economy to the path of intensive development, the role of scientific-technical progress as the basis of the process is growing immeasurably. Now not only are questions of the development and introduction of new machines and progressive technologies becoming ever more current, but also those of retooling entire sectors of the national economy.

Because of certain circumstances, trade has fallen significantly behind current requirements in its technical development, and has a prevalence of manual labor. The ever increasing flow of commodity goods significantly outstrips the technical capacities of the sector, which is called upon to satisfy the demands of the population for goods.

In recent years, the influx of labor resources into trade has been curtailed. While in the 8th Five-Year Plan in UkSSR state trade it comprised 41 percent of the overall number of workers, in the 9th it was 18.9 percent, and in the 10th it was 3.9 percent. In the 4 years of the 11th Five-Year Plan it has been only 0.7 percent. Despite such a notable reduction in the influx of workers, trade in the republic has increased commodity turnover (in 20 years it has tripled) and has developed its material-technical base. This has become possible only with the active implementation of the program for comprehensive rationalization of the sector and its transition to the intensive means of development.

Today, at the finish of the five-year plan, we may already speak of the effectiveness of comprehensive rationalization. In the past 4 years, thousands of enterprises have been built or reconstructed, progressive forms of trade have become widespread, and new technological processes with mass application of modern mechanisms and equipment have been introduced.

At the start of the five-year plan there were 43 self-service department stores or equivalent stores in the cities of the UkSSR. Today there are 213 such

stores, and by the end of the five-year plan there will 44 more. The sales area of stores has increased by over 400,000 square meters, and the average size of stores has increased from 105 to 112.5 square meters. Generally, large enterprises are being built within the republic's state trade, intended for the application of current technology and the best examples of marketing equipment and mechanisms. An example of this may be the "House of Clothing" (7,000 square meters) and the universal furniture store (7,000 square meters) in Kiev, the trade center (5,500 square meters) in Nikolayevo, the "Children's World" store (2,000 square meters) in Vinnits, and a number of other newly built stores.

The intensive reconstruction of old trade enterprises is continuing. This is a very economically expedient way of renovating the material-technical base, which is evidenced by the computations performed at the Volyn Oblast Trade Administration. In the past 4 years, the reconstruction and technical retooling of the retail trade network have made it possible to place an additional 420 square meters of trade area into operation here. This is equivalent to the construction of a new self-service department store with estimated cost of 600,000 rubles. Yet the reconstruction cost only 50,000 rubles, i.e., only 1/12 the cost. At the same time, there has been a 20 percent increase in the display areas of trade halls, which made it possible to introduce self-service with the application of packaging equipment.

The specialization of the trade network has undergone further development. The level of sales of non-food products through such a network has presently reached 82 percent. Still such goods as furniture, building materials, jewelry, and sporting goods are sold only in specialty stores. Salons for newlyweds, for newborn babies, and stores of the "Bogatyr" [big man], "Yunyy tekhnik" [young technician], "Bytovaya khimiya" [household chemistry] etc. type, are becoming more popular. In the past 2 years, 25 specialty stores "Goods for Young People" have been opened in the republic--in every oblast center. Most cities have stores for the sale of rugs, crystal, clocks, photo and radio equipment.

The specialization of the trade network for sale of non-food products must be rational and must concentrate the sale of goods for complex technical or episodic demand. In connection with this, they have been singled out from 2,400 small shops within the state trade of the republic. At the same time, the number of specialty shops has increased by 460. This is a new qualitative leap in the organization of trade. The concentration of goods of narrow assortment in one store makes it possible to better meet the demands of the consumers, to give them more services, to give a well-qualified consultation on the operation of, say, televisions, washing machines, refrigerators, and to make broad use of current marketing equipment, etc.

The number of large food stores equipped with the most progressive types of equipment is steadily increasing in the republic. Let us take, for example, the Kiev self-serve department store 6 "Olimpiyskiy", which opened at the beginning of this five-year plan. It utilizes 400 units of trade-technological equipment, including 14 electronic scales and 20 totalling cash registers. In the trade hall there are 84 linear meters of refrigeration equipment operating automatically, and hundreds of containers which in a day supply up to 45 tons of food products to the store. On the second floor of the universal department

store is a section for the sale of household goods, with a single accounting center. The store has its own packaging shop, workshops, laboratories, warehouses, and refrigeration chambers. Its staff includes engineers and technicians. Currently, at the initiative of its director, N. K. Tokar, the self-serve department store is preparing for the introduction of computer technology for automation of control and accounting of goods movement. This is a great step forward in the introduction of achievements in scientific-technical progress into trade.

Today there are around 1.5 million units of trade equipment and mechanisms in operation within the enterprises of state trade in the republic. Almost one-fourth of them (around 380,000 units) have been installed in the current five-year plan. This has made it possible to increase the level of mechanization of manual labor in retail trade from 15 to 23.4 percent, in wholesale trade--from 30 to 48.4 percent, and in public catering--from 25 to 32.2 percent.

And yet the rate of technical equipment is insufficient, and the demands of the sector for many types of equipment are satisfied by only 30-40 percent. Some types of equipment, as for example automatic package making machines, are not forthcoming at all.

All this makes it necessary to solve numerous problems in technical retooling independently, through the efforts of the sector itself. Only the enterprises of the "Ukrtorgtekhnika" Association annually manufacture 21 million rubles worth of trade-technological equipment and means of mechanization. A considerable portion of this production is made up of containers. The introduction of packaging equipment has become the most important task in the entire program of the sector's technical retooling.

Innovators and inventers make a significant contribution to solving the everyday problems of trade. In this five-year plan alone, innovators have submitted over 13,000 proposals, of which 11,000 were introduced and yielded an economic effect of 13 million rubles. The USSR State Committee on Inventions and Discoveries received 143 proposals and issued 80 positive decisions on patent issues.

The resolution of the CPSU Central Committee and the USSR Council of Ministers entitled "On Means for the Further Development of Trade and Improvement of Trade Services to the Population in the 11th Five-Year Plan" defined four rayons for comprehensive rationalization of trade in our republic: Yalta, Simferopol, Voroshilovgrad and Chernigov. At present all the oblasts of the republic have such programs. They have been developed and approved by the oblast and city Soviets of People's Deputies. Intersectorial councils control the implementation of the programs. The role of these councils is hard to overestimate, particularly when we speak of their ties with other sectors and departments. Within the scope of the republic, all work is coordinated by the UkSSR Ministry of Trade.

The functions of the sectorial center for scientific-technical progress have been placed on the Republic Design-Technological Trade Institute (RPTI) created 5 years ago. The sections of this institute develop projects for the introduction of leading technology in commodity circulation, current means of

mechanization of labor consumptive processes, and industrialization of public catering. In the past year alone the institute worked out proposals ahead of schedule for improving trade services to the population at the Crimea resorts, predictions for volumes of product deliveries in containers and pallets, and computations for the need in trade-technological equipment for a number of large self-service and department stores. At present, RPTI is developing a comprehensive prognosis for the development of the sector for the next 20 years. The samples of new equipment produced by the institute's designers are becoming ever more well known. For example, the TOS-16 cassette container of original design has been recommended by the USSR Ministry of Trade for mass production. In the next 2 years, "Ukrtorgtekhnika" is planning the series production of 12 types of equipment developed by the institute.

A number of ministries producing consumer goods are participating in the technical retooling of the trade sector. Every year they produce up to 30,000 containers. This is a good addition to those 50,000 which the trade sector itself produces.

The advantages of container packaging have long ago become apparent. Economists have computed that the new technology of commodity circulation increases labor productivity in trade, industry and transport by 3-4 times. Excessive goods handling is reduced and consumer services are improved.

Since the beginning of the five-year plan, 380,000 containers have entered state trade in the republic. Around 3,000 stores have been changed over to the progressive technology of goods supply with the application of container packaging. The mass of goods obtained by the new technology has surpassed 2.5 million tons per year. All this has made it possible to conditionally liberate around 10,000 workers and to obtain an economic effect of 15 million rubles.

Here the greatest benefit--70 percent of the savings--is obtained by industry, 20 percent goes to trade, and 10 percent to transport. This is why an ever growing number of supplier enterprises are entering into business partnerships with trade for the introduction of container packaging. In recent years, the republic's Ministry of the Food Industry has significantly expanded its container deliveries of bread and bakery products, canned goods, beer, non-alcoholic beverages, and mineral water, and the Ministry of Procurement--its deliveries of cereals and flour. The specialists at Glavplodovinprom [Main Administration of the Horticulture, Viticulture and Winemaking Industry] have developed a universal container for all types of bottles and cans. The Ministry of Motor Transport has re-equipped thousands of vehicles for delivery of cargo in container packaging.

A good example of the close business cooperation is the transfer of all stores in the city of Lutsk to delivery of bread in packages. All the partners in the organization of trade provision made their contributions to this matter. The management of Bread Bakery Plant No 1 assumed 1,100 containers for its balance, the auto transport workers re-equipped 20 vehicles, and the industrial enterprises built 32 store ramps within a short period of time. However, the initiators and chief organizers of this restructuring, of course, were the

Volyn Oblast Trade Administration (chief A. A. Prachuk) and the city "Prodtovary" Association (director S. M. Zhivko).

What has been achieved by the hundred percent transition of bread sales in packages? First of all, the supply of the population with this important commodity which is in everyday demand has improved. Manual labor has been mechanized. The association has liberated 60 cargo handlers with an annual wage fund in excess of 80,000 rubles. The application of cargo handling equipment has improved labor culture. After all, the operation of this equipment requires certain knowledge and skill.

The city "Prodtovary" Association began the five-year plan with 500 containers. Today it has 2,500 of them. The average annual turnover rate of one container is 23 times. This is the best indicator in the republic. The labor productivity in the association has increased by 17.4 percent in 4 years, while the mechanization of manual labor has increased by 26 percent.

It is very important to note the important role of the local party and soviet organs in the solution of such problems. Particularly indicative in this regard is the experience of Voroshilovgrad Oblast. What does it consist of? For the current five-year plan the party obkom and oblispolkom have developed and approved a resolution for a plan of comprehensive rationalization of trade. This plan is aimed at the technical re-tooling of the sector. It provides for the expansion of the trade network, the reconstruction and re-specialization of old stores, the construction of new ones, the creation of receiving points for glass packaging, the introduction of progressive technology for commodity circulation in 491 stores, the re-tooling of 22 enterprises in the food industry, and their transition to delivery of goods in containers.

The integrated plan has also defined the tasks for the enterprises of other ministries and departments. For example, machine building plants have been assigned the manufacture of 65,000 containers and 1,250 units of mechanized equipment in the way of chief assistance. Industrial enterprises producing consumer goods and wholesale bases have been given schedules and volumes for delivery of goods in containers. Thus, the efforts of all the partners have been united for the further improvement of trade services to the population.

The outcome of the 4 years of work has been encouraging. Today in the oblast there are 82,000 containers in operation, with 50,000 of them manufactured by local industrial enterprises. Altogether these enterprises have given 66,500 units of equipment and 2.3 million rubles worth of mechanization means to trade. This is what chief assistance means not in word, but in deed!

The wholesale bases have also included themselves in the work in a new manner. They are more actively interacting with the industrial enterprises--the goods suppliers, and are striving toward their full transition to a progressive technology of commodity circulation. And this is the case not only within the oblast. Contract agreements have been concluded with suppliers from other oblasts and republics for the shipment of only containered goods to Voroshilovgrad residents.

Significant changes have taken place in the work of motor transport. Vehicle traffic routes have been worked out, cargo loading and unloading operations have been mechanized, and drivers work according to the brigade contract method with coefficient of work participation. The operation of vehicles equipped with radio communications is controlled by an information-dispatch service. The delivery of one ton of cargo in containerscosts 6 rubles 10 kopeks less than non-containerized delivery. This has given a savings of over 1.5 million rubles.

Such restructuring has had a notable effect on trade matters. In the retail trade network of Voroshilovgrad Oblast the mechanization of manual labor has increased from 18 to 46 percent, and the technical equipment of stores has almost doubled. Goods turnover has also risen. Its increase in self-service stores operating with packaged goods has increased by 21-25 percent. In stores with the former technology of commodity circulation, however, it has increased by only 9-12 percent.

Today the experience of Voroshilovgrad is being studied by managers of the republic's trade organizations in a school created at the city trade administration, and is being actively introduced in all the oblasts of the UkSSR. It will find particularly widespread application in the 12th Five-Year Plan.

In speaking of the social task of technical progress in trade, we must keep in mind the fact that its end goal is to increase the level of services to the population. Progressive forms of commodity sales--self-service, order departments, selling from samples with home delivery of goods, and others--save time for the population and eliminate many problems which arise in direct contact of the seller with the buyer. Moreover, the intact condition of the goods is improved, as well as the aesthetics of the trade hall and the everyday sanitary labor conditions of the store employees. All this facilitates increased prestige of the sales profession and works toward its increased authority.

In solving the problems of retooling the sector, we encountered a number of difficulties which in one degree or another inhibit the development of technical progress. Let us take, for example, the new technology of commodity circulation. Often it is disrupted because there is a shortage of packaged goods, and without them containers become stationery equipment. In our republic the portion of industrial packaging of goods is still low--around 40 percent, and for some goods it is considerably lower: for granulated sugar--4 percent, for butter--7 percent, for cereals--2.4 percent, for flour--17.5 percent, etc.

Trade, in encountering such difficulties, must create its own packaging shops which are centralized, as well as in-store packaging shops, even though the expenditures for packaging goods in trade are four times higher in trade than in industry, while the labor productivity in trade is only one-fifth that in industry. The expenditure of packaging materials is also doubled.

In connection with this, the need has arisen for making industrial packaging of goods an indicator of the national-economic plan. The organs of the USSR Gosplan [State Planning Committee] and the union republic gosplans should study the needs of the enterprises in the food industry and in trade for packaging equipment and include its production into the plans for the 12th Five-Year Plan.

The manufacture of containers with provision for sectorial needs must be placed on a state basis. Packing container equipment should be made not out of metal (around 40 kg of it is used for each container), but of polymer materials, which are cheaper, lighter and more practical. The need for containers for perishable products is becoming ever more acutely felt. Series manufactured refrigeration equipment must be improved, with introduction of new types and models. Such proposals come not only from trade. Industrial and transport enterprises are also presenting these suggestions.

Machine builders also owe a debt to trade. The mechanisms and equipment coming into the sector are not always distinguished by their high quality and reliability. The production of specialized vehicles for transporting containers, pallets and perishable products is still low.

Unfortunately, trade itself is still far from being completely ready for a general transition to the new technology of commodity circulation. Of the 21,000 food stores in the cities of the republic, only 5,000 are capable of accepting containerized packaging equipment. The rest require serious reconstruction: the expansion of trade halls, widening of door apertures, installation of unloading ramps, etc.

The plans for the 12th Five-Year Plan in UkSSR state trade provide for the reconstruction of 2,000 stores. Their number may have been increased, except for the shortage of construction materials, and the demand for them is met only by 30-35 percent.

The UkSSR Ministry of Trade is giving serious attention to the technical retooling of its rear ranks--wholesale bases and warehouses. In recent years, serious changes have taken place in their design and construction. Today, primarily large, mechanized railside warehouses are being developed, whose projects provide for the possibility of introduction of capacities in stages as well as for their further expansion. The projects provide for progressive technology in storing goods, comprehensive mechanization of cargo handling operations, more complete utilization of warehouse volumes by means of installation of shelving, packaging goods, and application of containerized packaging equipment for delivering goods from the warehouse to stores without additional handling.

These requirements are met at the warehouses for sporting goods built in Kiev, for clothing in Zaporozye and Simferopol, for furniture in Krivoy Rog, Kherson and Kirovgrad, and for household goods in Voroshilovgrad, Dnepropetrovsk, Uzhgorod and other cities.

Construction is in its third year on centralized shops of modular design for the preparation of goods for sale in containerized packaging equipment. Prior to the end of the current five-year plan, 12 such buildings are to be introducedinto operation--for Ukroptbakaleya, for the Kiev and Kharkov "Universam" Associations, and for the Chernigov, Voroshilovgrad, Krym, and Odessa Oblast Trade Administrations.

In the past 4 years, 272,000 square meters of warehouse area have been submitted for operation, as well as refrigeration containers for one-time storage capacity of 20,300 tons.

Sections of dismantleable shelves, electric stackers and electric loaders are being introduced at bases and warehouses, and computer technology is being used. The plans for the 12th Five-Year Plan provide for the continued introduction of microprocessor technology. Integrated automated control systems are being developed for some wholesale-retail organizations.

At the beginning of this year, a review of the introduction of achievements in scientific-technical progress into production was performed and dedicated to preparations for the 27th CPSU Congress. The workers of state trade took an active part in this review. Considering the importance of the tasks for intensive development of the economy and the acute need for the fastest possible introduction of scientific-technical progress, the UkSSR Ministry of Trade has outlined plans for the continued technical retooling of the sector in the 12th Five-Year Plan. A solid foundation for this is the work performed in the 11th Five-Year Plan.

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VARIETY OF GOODS IN CENTRAL ASIAN REPUBLIC PROFILED

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[Text]

WHY IS IT MORE DIFFICULT TO BUY CERTAIN HOUSEHOLD "TRIVIA" THAN A REFRIGERATOR?

THE PRODUCTS LIST OF LOCAL INDUSTRIAL ENTERPRISES. WHAT SHOULD IT BE?

INTRODUCTION OF WASTE-FREE PRODUCTION: A MODERN NECESSITY

There are more and more goods of a sufficient variety in the market. Today consumer demand is being satisfied for many articles of which there were not enough for sale quite recently. At the same time, the purchaser still does not always find all necessary goods in the stores, especially from the so-called "1,000 trifles." From personal experience, each of us knows that at times it is more difficult to acquire some domestic "trifle" than, let us say, a refrigerator, television set, radio receiver, or other intricate technical article. The fact is that the production of many very simple commodities having cultural-domestic and household purposes are not centrally planned. And in places these articles are sometimes produced "by eye" and without clear, substantiated calculations, which often leads either to a surplus of this product or to a shortage.

Practice proves convincingly that as the output of consumer goods increases the problem of coordinating production and the efficient and economically substantiated use of available resources becomes more and more acute. Let us say, the local industry of the Kazakh SSR has the capabilities to manufacture electric lighting equipment, loudspeakers, various commodities for household chemistry, zinc-coated dishes, and thermoses and to supply the market with felt footwear, enamel and aluminum stamped dishes, and sewn articles. The list of goods produced by the branch's enterprises numbers more than 4,000 articles.

The enterprises of the Ministry of Local Industry of the Turkmen SSR are known for their high-quality hand-made rugs, fur articles, and national silk fabrics. Aluminum dishes and sewn articles are also produced at them.

Measures are being adopted to develop the capacities of the Tashauz consumer goods factory. The production of artistic articles of wood and metal has been mastered at this and the Kizyl-Arvat factory. Products are also manufactured at the Ashkhabad test-experimental "Krasnyy metallist" mechanical plant. The production of shelves, rests for footwear and books is being mastered. Pottery, mats, plates of reed, pieces of bast, brooms, lime, and other articles are being produced here from local raw material. A shop has been organized for the production of sheepskin fur articles of non-standard hides in the city of Mary.

During the years of the five-year plan the production of goods in the republic's local industry increased 2.3-fold and 50 items of pottery and ceramic articles are being produced. In 1984 16 types of them were mastered which were designed in the national style. Volumes almost doubled.

The construction of a new shop for artistic ceramic articles with a capacity of 620,000 items worth 1 million rubles per year in Ashkhabad is envisioned. The capacities of shops operating in Mary and Tashauz are to be completely developed.

Chased and jewelry articles, convertible beds, ironing boards, and sewn articles of artificial fur are recommended for export to adjacent republics. At the same time, Turkmenia trade counts on importing from neighbors household articles of wood and plastic--the population's requirements for them is not fully satisfied.

The commodity industry of the Turkmen republic has great plans. The industrial complex of the "Turkmenkover" [Turkmen rug] association, the consumer goods combine in Krasnovodsk, a factory for the production of children's toys in Chardzhou, and a number of branches and sectors at operating enterprises are to be put into operation.

In the Uzbek SSR local industry is also increasing the output of goods. The Tashkent kitchen furniture plant is producing 30 items of frame furniture with laminated trim worth 25 million rubles per year. Forty percent of the production is being manufactured with the state mark of quality. Eight million rubles worth of furniture is being delivered to Kazakhstan and Kirghizia.

There was not enough carpeting--the Almalyk carpet plant was put into operation. Today it provides products worth 64 million rubles per year. A big factory for national musical instruments was turned over for operation in Tashkent--the annual production here is 200,000 instruments worth 3 million rubles.

Fifty-three million rubles worth of national embroidery are supplied to the market. The production of pottery articles is developing. Widely known are the ceramics of Khorezm and Fergana--blue-white-azure tones, and of Bukhara and Samarkand--green-brown-yellow tones. More than 400 varieties of articles worth 10 million rubles are being produced at 7 specialized plants and in 6 ceramic shops.

From year to year the named republic ministries are increasing the output of goods for the market, expanding the variety of products, and developing capacities for the production of consumer goods. The output of various commodities, including those not centrally planned, is also increasing at the enterprises of other ministries and departments. However, unfortunately, in the competition of the market which has developed duplication often arises in the production of various articles which, as a rule, leads to a delay in realization and an overstocking of goods.

Problems in the coordination of consumer goods production are extremely urgent. In particular, this is shown by the work practice of the coordination center of the Baltic republics, Belorussia, and Moldavia which (despite difficulties) is doing much for the efficient placement and output of household and other goods to sate the region's market with articles which people need, especially those not centrally planned.

The Coordination Center of Industry and Trade for the Development and Efficient Distribution of Consumer Goods in the republics of Central Asia and Kazakhstan which was created recently is also called upon to help solve these urgent problems in their region. It operates in close contact with commissions of the Councils of Ministers of the union republics on commodity trade and with branches of the all-union "Soyuzpromvnedreniye" * association and republic trade organs, Gosstandart [State Committee on Standards of the USSR Council of Ministers], scientific research institutes, and other organizations.

In speaking of the goal in the creation of the coordination center, its first leader, the first deputy chairman of the Uzbek SSR Council of Ministers, V. Mikhaylov, stressed: "The effect of coordination is seen in helping the republic's trade and industry to find a common language and to seek additional reserves for a growth in production of the goods which the population needs and improvement in their quality with minimum expenditures to sate the market with articles in short supply which enjoy a mass demand. And it is easier to do this together than by each republic separately...."

With consideration of this, sections have been created for the study of demand and the competition of the market and scientific and experimental-design developments and by groups of commodities--household, cultural goods, and haberdashery, and worker groups of the Ministries of Local Industry have also been created. The center's council also included personnel of the union republic Councils of Ministers, Gosplans, industrial ministries, Ministries of Trade, consumer cooperatives, trade union councils, and leaders of wholesale organizations and associations of industry located in the region.

How better to use the capabilities of each republic of the region to increase the production of commodities in short supply, expand the variety, and improve quality and to saturate the market with them, and what can be done today for efficient cooperation--these and other urgent problems are being solved by the coordination center, taking the first steps.

At one of its sessions the center's council discussed the question of increasing the output of goods from local raw materials and secondary resources which is important for republics of the region. In Central Asia and Kazakhstan today more than 400 specialized enterprises and shops are reprocessing local and secondary raw material and more than 2,500 designations of articles are being produced from it in the region. Coordination permits the better use of each republic's capabilities. In Uzbekistan, for example, in the present five-year plan the output of products with the use of local raw material sources more than tripled. Here the production of domestic "trifles" from vegetation raw materials --sorghum, straw, cat tails, juniper, and willow sticks increased. Excellent mats which enjoy increased demand are made of rushes.

Familiarity with the experience of the Kazakhstan Ministry of Local Industry, whose enterprises are expanding the production of consumer goods from local and secondary raw materials each year, proved to be extremely useful. In the 11th Five-Year Plan their production increased 1.7-fold. In this branch 176 specialized shops and sectors are already operating for the reprocessing of local raw materials and industrial waste products--they are reprocessed by virtually all enterprises of local industry.

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*Introduction of New Goods into Mass Production Association

In Tajikistan the manufacture of goods from clay, fabricating stone, and horns has expanded at enterprises of the Ministry of Local Industry. More than 50 types of various souvenirs are made from such raw material at the "Armugon" factory (and they do not lay around for a long time when for sale).

Measures are being adopted to build up the raw material base in the region for the production of domestic "trifles." Let us take, for example, regular brooms--an item needed in every home. In Uzbekistan, more than 250 hectares of land have been assigned to enterprises of the Ministry of Local Industry for sowings of broom sorghum, while in Tajikistan 100 hectares are occupied by such sowings.

And here is another example of a thrifty approach to available raw material resources. From the start of the five-year plan 10,000 tons of scrap metal have been used for the production of goods in the region, in which regard half of this amount was at enterprises of the Ministry of Local Industry in Kazakhstan. The production of domestic "trifles" from wood waste products has increased. Remnants of raw materials of the chemical industry, machine building, and other branches of large-scale industry have begun to be used more widely.

At the same time, reserves and capabilities are still not being used in full measure so as to employ mineral raw materials and secondary resources more widely for the production of goods. In each republic there are associations and enterprises which are not ensuring the accomplishment of established plans and assignments for the manufacture of goods from local sources of raw materials and attention is not being paid to the expansion of their own raw-materials and production base. The variety of articles from this raw material is still narrow and the labor of home workers is not sufficiently used.

One of today's important problems is the introduction of waste-free production. The economic enterprise of the leaders and specialists of the Tashkent plant for kitchen furniture, the musical instrument factory, and a number of enterprises of Uzbekistan permitted the complete conversion of production to the waste-free operating mode. Thus, from fragment waste products of laminated boards the furniture workers are manufacturing small book shelves, rests for footwear, small closets for entrance halls, medicine chests, and other articles, which permitted the plant to increase the volume of output of goods enjoying demand by 500,000 rubles. Covers for chairs and seats of motor vehicles, bed rugs, sets of mats for bathrooms, and other things needed for daily living worth almost the same sum are being sewn from scraps of taffeta production which is sold by weight at the Almalyk rug factory.

Similar examples can also be presented for other republics of the region. In each of them outstripping rates of development of the production of goods from local raw materials and secondary resources are being ensured in 1985.

Each year the industry of the republics of Central Asia and Kazakhstan is increasing the output of very simple, centrally unplanned articles to 10 percent and is renovating their variety--children's toys, electric lighting equipment, ceramic, china, and metal dishes, dining room utensils, cleaning equipment, and paint and varnish and other goods. The population's requirements is already being completely satisfied for many articles.

However, the industry of the republics as a whole has not yet attained the average union indices. The output of consumer goods from local raw materials and industrial waste products in the overall volume of production is 6.3 percent in Kazakhstan, 4.8 in Tajikistan, and 3.4 percent in Turkmenia. Seven to nine percent of the products are produced with the mark of quality, which is also below the mean-union index.

One conclusion suggests itself: to use all reserves more completely to increase the production of goods for the market. In this connection, the task has been posed to bring the volume of goods output from local raw materials in Tajikistan and Turkmenia to the mean-union level--9.7 percent, and in Kazakhstan, Kirghizia, and Uzbekistan--to 11 percent. It has been proposed to the Ministry of Local Industry of Kazakhstan, for example, that it increase the output of dining room utensils, padlocks, cleaning equipment, and cream for footwear in volumes which completely satisfy the requirements of the region's population. It has also been decided to organize the production of aniline dyes, glue for wallpaper, blueing, and other articles. The level of study of consumer demand for goods of local industry and the substantiation of trade's requisitions for their requirements is to be raised. It has been acknowledged expedient to accomplish specialization of production on a regional scale of those goods, the demand for which is completely satisfied today.

One more unresolved problem exists: the work of enterprises of local industry with plants having union subordination is poorly coordinated in the region. As a result, many manufacturers duplicate one another, which leads to surpluses of some goods and a shortage of others. Enterprises of large-scale industry often produce simple articles, using their production capacities at far from full strength.

Many problems whose solution will further the more complete satisfaction of the population's demand are being strictly monitored by the coordination center. Thus, at one of the sessions of the coordination center which took place this year in Alma-Ata, the state of affairs concerning the output of china and ceramic articles at enterprises of the region was discussed.

More of these goods began to be produced in the light and local industry of the republics, their variety was expanded, and quality was improved. Since the start of the five-year plan the production of china dishes, for example, increased 1.6-fold in the region. In 1984 the proportion of articles of improved quality with the index "N" tripled in comparison with the preceding year. The delivery of saucers, tea services, and other commodities enjoying increased demand among the population increased. Special sectors have been created at enterprises for the production of highly artistic china.

It is planned to increase the manufacture of porcelain and ceramic and pottery articles by the end of the 12th Five-Year Plan. The increase in these goods in the region will be ensured through the reconstruction of capacities in operation, a rise in the productivity of labor, and the building of a porcelain plant.

At the same time, reserves are being far from completely used to increase output and improve the quality of products. The putting of planned capacities into operation has been delayed at a number of enterprises. It is not by chance that

in 1985 the requirement of the region's population for china dishes and ceramics through its own production will be satisfied by only 37.3 percent. And for tea and coffee services and teacups with saucers--respectively by 2.8 and 16.2 percent. As you see, a miserly contribution. Thus far, not one of the republics of the region has envisioned the development of tea and coffee sets joined by a common artistic design. And for the present the quality of the products often still causes the just unfavorable criticism of the buyers.

The remarks expressed and the proposals of the participants in the council of the coordination center formed the basis of recommendations. In particular, it is envisioned that in 1985 there will be an increase, at the enterprises of the Kazakh, Uzbek, and Tajik republics, in the output of teapots which enjoy increased demand by 210,000 pieces, of tea services by 15,000 sets, of plates by 200,000, and of "Vostochnyy" sets by 500,000 and an increase in the proportion of products of improved quality by 2 to 3 percent.

In the republics of the region it is planned to develop and master the mass production of kitchen dishes, rest dishes, holiday and gift sets, and dishes for children with consideration of the national and age features of the population. Each year interrepublic contests will be conducted for the development of the best samples of china dishes and ceramic articles.

In accordance with the experience of the Tashkent porcelain plant, the Ministries of Light Industry of the Kazakh and Uzbek SSR's envision the creation of specialized sectors for the production of highly artistic articles in the 12th Five-Year Plan.

Having examined the results of the interrepublic fairs for the purchases of cultural-domestic and household commodities and haberdashery for 1985, the council of the coordination center noted that this year the requirement of the region's trading organizations will be completely satisfied for 130 commodity groups. There was an increase in the delivery of Kazakhstan goods to the republics of Central Asia, including bicycles, tape recorders, liquid-fuel stoves, gas stoves, meat grinders, and knitted sportswear. At the same time Kazakhstan's trade purchased goods worth almost 59 million rubles in other republics of the region.

However, orders for centrally-distributed cultural-domestic and household articles and haberdashery have been satisfied only by 40 percent in Kazakhstan. For example, the requirement for almost all types of dishes has not been satisfied and during the year there will be an acute shortage of a number of complex domestic and electrotechnical articles for sale.

To balance the production and consumption of centrally unplanned articles, the council of the coordination center recommended to the Ministries of Trade of the republics that they exchange free commodity resources. It was recommended to ministries, departments, and enterprises having union and union-republic subordination that they examine the possibilities for the additional production of articles in short supply in 1985.

The coordination center of the republics of Central Asia and Kazakhstan has been operating for less than a year. Businesslike contacts of industry and trade

and planning organs of neighboring republics on problems in the development of the production of articles enjoying mass demand and providing the population with them and replenishing the market with commodities in short supply have been organized. Coordination provides the opportunity to expand the limits of the sales market and, most important, to interest the manufacturers in increasing production volumes.

The regional center beyond the Urals--the third in the country in succession--is called upon to solve urgent problems--to increase the supplying of the population of Central Asia and Kazakhstan with good and diverse goods. The first steps tell us that the new center is on the correct path.

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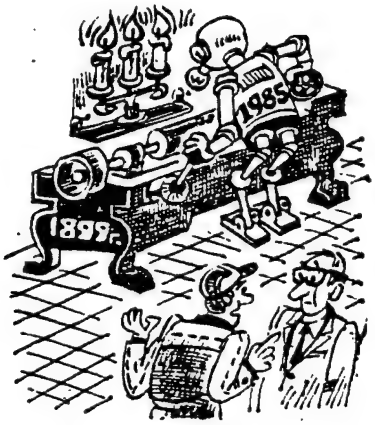
CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CARTOON COMMENTARY ON CONSUMER GOODS PRODUCTION

Moscow TRUD in Russian 14 Jun 85 p 4

[Text]



Right here we're implementing partial modernization....

Drawing by I. Norinskiy.

CSO: 1827/195

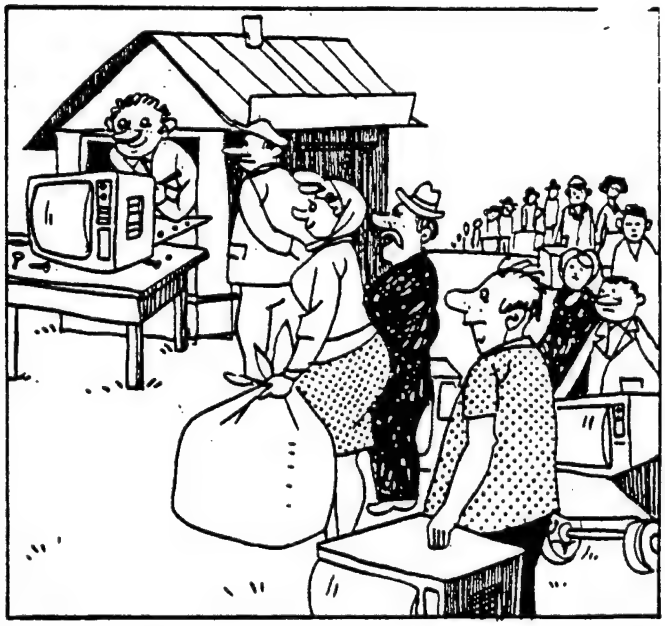
CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CARTOON COMMENTARY ON LACK OF GOOD SERVICE, INFERIOR COMMODITIES

Moscow SEL'SKAYA GAZETA in Russian 6 Jun 85 p 4

[Letter by veterinarian V. Bublov, resident of the village Ostrino in Shchuchinskiy rayon with cartoon.]

[Text] In the village Ostrino it is very hard to get a television repaired. The repairman from the rayon center drives in twice a week. Therefore, a large number of inoperable televisions are assembled at the reception center. People are forced to tear themselves away from work in order to spend time standing in line.



[Caption] Today I'll deal with one television--in 3 days with another.... Let the patient ones wait, and let the impatient ones do the repairs themselves....

Drawing by A. Garmaza

CSO: 1827/195

HOUSING AND PERSONAL SERVICES

GOSPLAN OFFICIAL TRACES GROWTH IN HOUSING CONSTRUCTION

Moscow PLANOVOYE KHOZYAYSTVO in Russian No 5, May 85 pp 85-89

/Article by V. Orlov, sub-division chief, USSR Gosplan, candidate of economic sciences, and A. Bokov, candidate of economic sciences: "Basic Directions for the Development of Housing Construction"/

/Text/ The solution of the housing problem at all stages of building socialism in our country is one of the most important directions in raising the Soviet people's standard of living. Satisfying the need for housing at a higher qualitative level is a necessary condition for ensuring general progress in public consumption. F. Engels noted that "how the housing needs are satisfied can serve as a measuring rod with regard to how all the remaining needs are being satisfied...."[1]

At the present-day stage the principal goal of social policy in the field of housing construction is to provide each family with an individual apartment or a single-family house. This program position was formulated for the first time in the decree of the CPSU Central Committee and the USSR Council of Ministers, entitled "On the Development of Housing Construction in the USSR," which wrote that, beginning in 1958 in apartment houses built in cities as well as in rural areas, provision should be made for economical, well-laid-out apartments to be lived in by a single family.

During the period from 1951 through 1980 approximately 62 million apartments with a total area of 2.8 billion sq. meters were introduced by means of all sources of financing. Almost 228 million persons obtained or built apartments in the new houses.

At the 26th CPSU Congress a program was adopted for further developing housing construction and improving the residential conditions of Soviet people. During the 11th Five-Year Plan 554 million m^2 /square meters/ of housing will be put into operation, which is 24 million m^2 more than outlined by the plan.

Increasing the volumes of housing construction has been accompanied by a constant growth in the proportion of apartments lived in by each family. According to data for the beginning of 1983, their proportionate weight in the urban public housing stocks amounted to more than 80 percent. The average area of apartments in the houses which have been built are also expanding as follows: in state and cooperative construction--from 42 m^2 in 1960 to 53 m^2 in 1983; in

individual construction the expansion was from 43 to 69 m^2 respectively. In 1980 an average of approximately 1.5 persons per room were living in the new apartments, as compared to 2.2 persons in 1960. All this bears witness to a substantial improvement in the comfort factor of the new apartments.

Nevertheless, the housing problem remains one of the most complicated and acute problems among all social problems. In recent years the rate of improvement in the population's housing conditions has been slowing down. Over the course of the last three five-year plans the putting into operation of apartment houses for the country as a whole has stabilized at the level of 530--550 million m^2 of total area per five-year plan, whereas the population has been constantly increasing. As a result, the growth of the average provision of housing to the population has decreased; the number of apartments built per 10,000 residents was reduced from 121 in 1960 to 75 in 1983.

The stabilization of the putting into operation of apartment houses in recent years amid the growth of capital investments in housing construction is to be explained by the systematic increase in the estimated construction costs per m^2 of housing. Moreover, the de facto increase has invariably been exceeding the planned projection. The planned growth of the estimated costs was conditioned, to a considerable extent, by the sharp curtailment in the volumes of individual construction (cheaper) and an according increase in state construction, as well as by an expansion of the scale of construction of houses, based on new and more improved designs. Thus, the costs per m^2 of total area in houses built according to such designs, the introduction of which was begun in 1971, were 8.5--11.0 percent higher than the costs of houses built in accordance with earlier-approved designs.

Furthermore, the growth in the estimated costs of housing construction has been affected, to a definite extent, by the expansion of housing construction in the northern and eastern regions.

Solution of the housing problem likewise depends on what proportion of public resources (within the total volume of capital investments in the national economy) are earmarked for this purpose. During the years 1961-1965 it amounted to 18.6 percent, and in the period from 1976 to 1980--13.6 percent, i.e., a trend toward reduction may be observed.

A definite influence on slowing down the growth in the providing of housing in the country was exerted by the significant amount of retirement of housing stocks, particularly in the rural localities. This is partly to be explained by the fact that apartment houses built during the immediate post-war years (basically using materials at hand) have served out their service life. There are, however, many cases of houses being removed which are still suitable for operation. In particular, a negative role was played by the adoption at a certain time of the erroneous position aimed at eliminating the so-called villages without future prospects. As a result of this, not only was the removal of apartment houses suitable for living in speeded up, but an unused housing stock was also formed in the rural areas.

Also significant is the scope of removing houses in urban localities, where during the last few years the withdrawal of the housing stocks has amounted to

12--14 percent of the new construction, or approximately 50 million m^2 per five-year plan. Basically this is linked with the removal of barracks-like structures, decrepit apartment houses, and other structures unsuitable for habitation, housing stocks which are out of date and not worth repairing.

However, many houses which are suitable for use are being removed under the pretext of there being insufficient spaces for new housing construction. Such justifications are far from always correctly reflecting the true state of affairs. Too often this occurs as a result of the fact that the leading officials of soviet and architectural organizations are drawn into the premature construction of high-rise houses, the modernization of important urban main thoroughfares and squares, where the houses, as a rule, are still in good technical condition.

The circumstances noted above are slowing down the solution of the following, extremely important problem, as posed by the party and the government: to provide each Soviet family with a separate, well-laid-out apartment or single-family house. Attainment of this program goal requires from the state enormous capital investments, material resources, and technical means, and, therefore, it is important that it be handled skillfully.

Above all, it is necessary to overcome the trend which has taken shape toward a rapid growth in the costs of housing construction. Herein we must take into account the fact that the operation of a number of factors making housing construction costs more expensive will be objectively inevitable. This is linked with the upgrading of housing standards, improvements in the floor-planning and finishing of apartments, improvements in the sanitary-technical and engineering equipment, etc. Factors reducing the costs of housing construction must be, above all a planned increase in its technical level, a further industrialization and improvement in the organization of the construction process, and an improvement in the designs of apartment houses from the viewpoint of their economical qualities.

In recent times many suggestions have been put forth, providing for a considerable increase in the average space of an apartment, the inclusion within apartment houses of additional areas for household and service purposes (baby-carriages, bicycles, halls, etc.). And other proposals have been put forth regarding increasing the degree of comfort in apartment houses, improving the residential conditions. Thus, the TsNIIEP /Central Scientific-Research Institute for Economics and Planning/ of Housing in the USSR Gosgrazhdanstroy /State Committee for Civil Construction and Architecture/ has proposed to carry out during the 1990's the transition to new norms for habitation, to offer apartments with the number of rooms equal to the number of family members. A similar principle of habitation has guided the prospective designs for the apartment houses of the fourth generation, in the introduction of which the average apartment space will be increased to 59--62 m^2 of total space, as contrasted with 53 m^2, a figure which is inherent in the designs of the third generation.[2]

But the implementation of these proposals will entail increasing housing construction costs (by at least 9--10 percent). Consequently, with the very same resources being allocated for housing construction, there will be a decrease in the introduction of apartments and a slowing down in the solution of the problem of providing every family with a separate apartment.

The very contents of the principal goal in the field of the housing problem at the present-day stage presents strict requirements on the ratio between the resources which society is able to direct at improving the qualitative parameters of the newly created apartments and at those aimed at increasing the quantity of the housing being introduced. If the problem of providing families with separate apartments were already completely solved, then we would be able to proceed to a substantial increase in the share of resources to be earmarked for upgrading the comfort level of the apartments and additional improvement of their quality. Under present-day conditions, however, the scope of the resources being allocated for this purpose must be, above all, commensurate with a solution to the principal task--satisfying the need of each family for a separate apartment. Taking this into account, we must coordinate the problem of introducing apartment-house designs with good prospects on the proper scale with the question of how fully all reserves for reducing their estimated costs are being utilized.

In our opinion, it is feasible, taking into consideration the economic potentials of the state at the present stage of development in housing construction, to realistically count on the per-family habitation of apartments in the period prior to the year 2000, basically from the following computation: the number of the rooms of an apartment being equal to the members of a family minus one. Such a procedure for habitation ensures the granting to each family member a separate room with the exception of the spouses. Proceeding from this, we must very carefully and from all angles check out all outlined standard designs prior to their being used in mass housing construction.

Perhaps of substantial importance in solving the problem of the optimal settlement of families is the creation for single, small-family, and elderly citizens of special types of apartment houses, consisting of modest-sized, economical apartments with reduced amounts of auxiliary areas and a well-developed sector for group use, including such types of service as public dining, centralized cleaning of the apartments, care and looking after children, the delivery of items to the house, etc.

At the same time in habitation we must not fail to take into account likewise the needs of families with many children, families which are oriented primarily toward a domestic lifestyle. For them we must provide types of apartment houses with additional areas for housekeeping purposes, large kitchens, storage spaces, etc.

Methodologically speaking, the task of taking the demographic conditions of families into account can be solved on the basis of studying the materials derived from population censuses taken over the course of several years and supplemented by data from special, socio-demographic surveys.

It is also necessary to upgrade the requirements for the planning solutions of the new apartment houses, to strengthen the monitoring controls over their precise and high-quality implementation.

Everything said above pertains to housing construction in urban as well as in rural localities, although in the countryside there are also additional

specifics. In the rural localities more than 90 percent of the families live in separate apartments or single-family houses, whereas in the 12th Five-Year Plan practically every family will have its own residence. At the same time the living conditions in a number of rural populated points still do not meet present-day requirements with regard to their qualitative characteristics. Thus, the level of fitting out with communal conveniences is still too low, while service is still unsatisfactory with regard to the repairing and operation of houses and their sanitary-technical equipment. According to the data which we possess, about 60 percent of the apartments in the state housing stocks in the rural areas do not have water pipes, 68 percent are lacking in sewers, and 64 percent do not have central heating. The engineering equipment of houses which are owned by private citizens are at an even lower level.

At the same time the problem of the quality of rural housing at the present-day stage is determined not only by the characteristics of the apartment or the house itself, but also by the complexity of the built-up area of the residential regions, by the presence of enterprises and institutions in the service field--stores, schools, hospitals, kindergartens, and nursuries, as well as by a network of roads with hard surfaces. For the rural areas the questions of road construction are extremely acute. In the RSFSR, for example, only 10 percent of the intra-farm roads have hard surfaces. Because of the unsatisfactory state of the road-transport economy, it is far from everywhere that there is assurance of on-time first aid and emergency medical help; there is an absence of sufficiently reliable and steady communications with public-service institutions and cultural centers. All these questions relate directly to the housing problem. Therefore, the general trend of solving it in the rural areas in the future must provide for the re-orientation from the quantitative growth of the housing stocks to intensifying the development of the entire social infra-structure. What is likewise required is a corresponding redistribution of resources, directed at a social re-structuring of the village. More significant than before, their part must be directed not at new housing construction but, in the first place, at raising the level of its facilities, creating a repair service on the farms, and operating the housing stocks, as well as developing the road-transport economy.

Another important characteristic is connected with the fact that in the rural localities the principal thrust will be aimed at carrying out construction of one- and two-apartment houses of the farmstead type with outbuildings. Calculations have shown that such a re-orientation of rural housing construction objectively leads to a growth in the costs per m^2 of housing. In connection with this, particular attention ought to be paid to the utilization of all reserves for economizing on material resources, as well as to the impermissability of wastes in building up rural populated places.

In recent times the village has witnessed an intensive increase in the area of individual, single-family houses under construction. In certain republics, for example, Latvia, Armenia, and Georgia, the average area of individual houses often exceeds 100 m^2 of total space. Such housing dimensions are difficult to recognize as socially justified. Under the conditions of limitations on resources for housing construction it is necessary to approach more strictly the observance of the existing legislation with regard to the questions of building individual residences. It would be feasible to establish a general

limiting norm on the area of houses newly under construction by citizens on the principle of private property not only with regard to living space, as is provided for by an Ukase of the Presidium of the USSR Supreme Soviet, dated 18 July 1958, but also as to total usable space. In particular, in the rural localities limitations must be placed on the dimensions of economic areas. Such a measure will likewise facilitate the creation of economical designs for apartment houses, providing for convenient interior planning, along with the use of more improved structural components and materials.

A specific role in solving the housing problem could be played by future expansion of the scope of housing construction by means of the population's funds and with the aid of state credit.

There are grounds for assuming that at the present time the satisfaction of the population's need for well-laid-out housing is more preferable than other material goods.[3] Therefore, with the increase in the proportion of the population's economic participation in solving the housing problem, corresponding changes must be anticipated in the structure of demand capable of making payments, i.e., effective demand. Moreover, the increase in providing the population with housing will become a less rigid alternative to purchasing goods and paying for services from the viewpoint of effective demand, and this will likewise permit a re-distribution of consumer resources. More significant than before, their part can be directed at expanding the scope of housing construction. The potentials for financing it by means of this source have not yet been fully implemented.

From our point of view, it is necessary likewise to provide specific advantages for those persons who obtain housing by means of a ZhSK /home-building cooperative/ What we are talking about is increased comfort and specific, additional conveniences, as compared to the state housing which is offered to the public free of charge. And, accordingly, the individual builder must make it possible to obtain without obstacles high-quality construction materials, equipment, etc.

An important problem is the creation of more favorable conditions for joining a ZhSK, inasmuch as not all families (particularly the young ones) are yet able to save up enough to make the first payment of monetary dues. To be sure, by a decree of the USSR Council of Ministers, entitled "On Housing-Construction Cooperation" (1982), provision was made to reduce the amounts of the ZhSK's own funds to be deposited in the bank prior to the start of construction from 30--40 percent to 20--30 percent and to lengthen to time period for amortizing the loan from 15 to 25 years. There has also been a broadening of the privileges being granted to the population in the case of individual construction being carried out.

These measures have, without doubt, made for a more active attraction of the population's funds for solving the housing problem, although herein no substantial reduction of the financial load on those becoming members of a ZhSK or individual builders occurred, inasmuch as prices were raised on construction materials, and this also had an effect on the costs of houses being built by means of the population's funds.

One of the possible trends for solving this problem is strengthening assistance to workers and office employees from their enterprises. Such a right has been granted to the latter. Since August 1982 they have been able to render non-reimbursable material aid from funds for material incentives and socio-cultural measures and housing construction up to 15 percent, and to young-marrieds--up to 20 percent--of the initial total of their own funds, subject to deduction prior to the start of construction on a cooperative house.[4] But far from all enterprises are taking advantage of this right. Nevertheless, the existing experience in a number of cities in organizing a ZhSK, drawing on funds from enterprises (for example, in Novokuznetsk and Khabarovsk) indicates that such a practical way of solving the housing problem not only reduces the acuteness of the housing problem at an enterprise but also becomes an incentive for good work.

Likewise important is such an aspect of solving the housing problem as increasing the effectiveness of utilizing the housing stocks which have been created. Together with this is the fact that a still significant portion of the families is not utilizing its residential space in accordance with the existing norms; many families have excess housing: 44.3 percent in cities and urban-type settlements and 50.3 percent in rural localities (according to 1981 data).[5] Such a state of affairs is, of course, difficult to acknowledge as normal.

In order to reduce the differentiation in the levels of housing provisions between various groups of the population, it would be feasible, in the first place, to provide for a substantial increase in apartment rents for living space which is above the norm, and, in the second place, to establish a firm procedure in accordance with which an improvement in living conditions along with an increase in the norm of the average provision of living space must be carried out only by means of obtaining residence in houses which have been built or purchased on funds of the population, as well as with the aid of state credit.

Implementation of such measures as these, on the whole, is in accordance with the principles of social justice in the distribution of housing. In order to implement the redistribution of housing, it would be possible to organize in the cities a servicing for keeping track of the existing habitation distribution of families and the redistribution of apartments, depending on the changes in the numerical composition of the families. Furthermore, for an obstacle-free implementation of the necessary shifts of inhabitants to other living areas in connection with this, we must set up reserve housing stocks in the cities.

An important factor which affects the time periods for solving the housing problem is a thrifty and business-like attitude toward housing. In connection with this, particular attention must be paid to on-schedule maintenance and modernization of apartment houses. It is necessary to bring all the existing housing stocks into a technically correct state, as well as to carry out specific operations with regard to raising the level of the apartment-house facilities and to create conditions for those persons living in them which are of equal value to those in the newly constructed housing stocks. It would be feasible to examine the question of drawing a wider circle of inhabitants into the minor repairs of the houses. We must likewise be more strict in our

approach to the observance of housing laws, the execution of the regulations with regard to apartment-house maintenance, and responsibility for their violation.

The measures being proposed for a more economical use of the resources allocated for the construction of new apartments and to ensure the effective operation of the housing stocks which have been created can constitute an important condition for completely solving the housing problem in our country within a relatively brief period of time.

FOOTNOTES

1. K. Marx and F. Engels, "Soch." /Works/, Vol 2. p 302.

2. See D. G. Tonskiy, "Ekonomicheskoye prognozirovaniye gorodskogo zhilishchnogo stroitel'stva" /Economic Forecasting of Urban Housing Construction/, Moscow, Stroyizdat, 1982, p 79.

3. Testimony to the acuteness of this need is also provided, in particular, by the fact that, in many of our country's cities because of the impossibility of satisfying all the applications for membership in a ZhSK, the registration of those persons desiring to do so has been temporarily halted.

4. According to the legislation now in effect, the right to obtain non-reimbursable material assistance for partial amortization of credit is granted to persons who have worked at a given enterprise for at least five years, and to young-marrieds--for at least two years.

5. G. S. Sarkisyan, "Narodnoye blagosostoyaniye v SSSR" /People's Well-Being in the USSR/, Moscow, "Ekonomika", 1983, p 190.

2384
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HOUSING AND PERSONAL SERVICES

GUARANTEED SERVICE ON TV SET REPAIR PROVIDED

Moscow IZVESTIYA in Russian 21 Jun 85 p 2

[Article by V. Vukovich, Lvov: "Warranty Service"]

[Text] Orbita, the country's first technical center, has been in operation for six months in Kiev to service the television sets produced and sold there by the Elektron Association. The manufacturers are now in direct contact with the consumer. They obtain first-hand reliable information on the demand for their products and on the quality of those products; equipment is repaired there under warranty.

"The Orbita report from Kiev pleased me," writes V. Morozov from Krivoy Rog. "This new form of service enables enterprises to draw conclusions as to the interest in their products and frees the consumer from unnecessary concerns. So-called warranty service has become the conclusion of the overall production process. This is precisely the service we need."

Another reader response catching our eye was the letter from G. Naydich, Buch Village, Kiev Oblast. "I have been well-served by my black-and-white Elektron for 12 years, so I decided to buy a color set of the same brand," he writes. "But I was disappointed in the Orbita, as it turns out the new sets are being sold only to Kiev residents, because the warranty service zone for the center is restricted to the city limits. There was only one thing left to do, get the same set in the village store. However, I didn't want to deal with Bytradiotekhnika workers. They sometimes don't have the spare parts you need, and sometimes they simply don't answer. We'll evidently have to postpone the purchase."

And here is the story told us by reader V. Rybin (Sumi): "I stopped by the oblast center department store and saw the new generation of color TV's on a shelf. But, as a long-standing radio-lover, I was struck by something else: a list above the shelf of the city streets Bytradiotekhnika wouldn't provide warranty service for, since they are in a zone of 'unreliable reception'. Why scare off customers, I thought. Bytradiotekhnika workers don't want to get involved in tuning or improving antennas, since such work doesn't give them a lot of profit."

As TV set production increases and the number of owners increases, warranty service is being developed, as a matter of course. The capacity of the repair

service is being increased. Enterprises with factory technology have appeared. Still, the status of service quality continues to leave much to be desired, even now that stores are selling sets with better consumer features. Why?

"I've been working as a TV repairman for about 10 years," writes L. Chernitskiy from Rostov-on-Don. "I left my previous place of work because my conscience couldn't agree with the system there: the more sets that malfunctioned, the higher my wage was. It was also good for the shop. Can you imagine how slapdash the work was, given such wage conditions?! In my view, such a service system leads to no good. Radio repairmen must be paid not by number of repairs, but by the quality of the repair. In other words, the fewer the calls from set owners in your sector, the better your monetary reward should be. Ideally, all enterprises repairing radio-electronic equipment should be transferred to those ministries producing the equipment."

L. Chernitskiy, now working at the Spetstyazhstroy Trust, wrote these lines to the editors right after the newspaper reported that the Elektron production association of Lvov would offer three outside production services through its Orbita center in Kiev: sale of television sets, presale preparation of the sets, and company warranty service. The Mayak and imeni Koroleva associations of Kiev are doing exactly the same thing in the exact same store. Thus, the Elektron association already has followers. And, to judge from reader responses, this experiment should be given the "green light."

11052
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CONSUMER SECTOR POLICY AND ECONOMICS

LISSR LIGHT INDUSTRY DEPUTY MINISTER ON ECONOMIC EXPERIMENT

Vilnius SOVETSKAYA LITVA in Russian 8 Jun 85 p 2

[Interview with A. Skirkyavichene: "In the Interests of the Customer"]

[Text] The Communist Party does not a more important concern that concern for the good of the nation, concern for improving its welfare. A special role in this matter is assigned to the collectives in light industry: it is their efforts, to a considerable degree, that determine the satisfying of the needs of Soviet citizens for the vitally important commodities. On the eve of the occupational holiday, Light Industry Workers Day, a SOVETSKAYA LITVA correspondent had a meeting with the branch's deputy minister, A. Akirkyavichene. The discussion that ensued dealt with what is being done by the enterprises in the ministry to increase the production of commodities that the people need, and to expand the variety of those commodities and improve their quality.

[Question] For enterprises in the ministry, the present year is a special one: starting on 1 January they began working under conditions of the large-scale economic experiment. That obviously has left an imprint on their entire activity. Therefore it would be desirable to begin our discussion with the question of what specific influence is being exerted by the experiment on the state of affairs in the branch, and what are the specific manifestations of the way in which the conditions of the experiment contribute to the resolution of the tasks confronting the branch.

[Answer] An idea of the effectiveness of the experiment is provided, I think, by the results of the first five months of the year. Output valued at more than 9 million rubles was produced in excess of plan. Labor productivity is increasing faster than was planned: its growth rates exceed the planned rates by 2.9 percent. There has also been a planned improvement in other indicators. Since the beginning of the year, industry has assimilate the production of 1280 new types of articles. There has been a reduction in the total number of fines resulting from claims against output.

One can definitely mention the fact that contract discipline is becoming stronger. We might recall the results of the first quarter of last year. At that time the plan for sale of output with a consideration of shipments on the

basis of contracts was fulfilled by 99.8 percent. The underfulfilled 0.2 percent meant that the plants associated with them failed to receive promptly articles valued at a total of 1.6 million rubles, and that caused interruptions in the work of certain plants, and the trade system was unable to offer the customers what it had planned to offer them. It must be said that even now, unfortunately, the contractual pledges have been underfulfilled, but only by one hundredth of a percent. The volume of output that was undersupplied promptly was reduced to almost one-fourteenth. Steps are being taken as a result of which, we hope, 100-percent fulfillment of the contractual pledges will be guaranteed.

[Question] In your opinion, what factors that are linked with the carrying out of the experiment played the largest role in the achievement of these shifts?

[Answer] The conditions of the experiment contributed to the intensification of the workers' self-interestedness in having the enterprise fulfill all the planned indicators -- both those pertaining to the variety of articles and those pertaining to the level of quality -- and in assuring that the enterprise completely and promptly takes into account the contracts dealing with shipments, so that profit in excess of the plan will be received. Because it is well known that when fulfilling, for example, the plan for sale of output with a consideration of shipments based on contracts, the material incentive fund increases by 15 percent. The size of that fund also depends upon the size of the profit in excess of plan. For the branch as a whole in the first quarter, as a result of the fulfillment of the contractual pledges, the material incentive funds additionally received 400,000 rubles and as a result of the achievement of profit in excess of plan, 100,000 rubles. And those are additional bonuses and payments to the workers. What we have here is a kind of chain made up of links that influence one another -- the increase in the return on one's labor results in the increase in earnings, and that, in turn, encourages the worker to improve his work.

By increasing the role of the human factor in the attainment of the success, the conditions of the experiment contribute to the formation in the person of a sense of high responsibility for the fulfillment of the job that has been assigned, and encourage people to improve their skills. Incidentally, it is precisely in this matter, in the increase in responsibility, in the increase of people's skill, that we see the chief means of achieving our goal -- the production of only high-quality output that always corresponds to the tastes and demands of the customers.

[Question] Am I correct in thinking that what is needed here is to resolve the tasks not only that are linked with the use of the human factor, but also those of an organizational nature? Much, for example, has been written about the inordinately long and bumpy path that an innovation must travel between its model stage and its being put into series production...

[Answer] Here too everything has not yet been resolved. But shifts do exist. A number of measures that have made it possible to shorten that path have been taken. Among them I would like to mention the circumstance that, in conformity with the conditions of the experiment, the republic's Minlegprom [Ministry of Light Industry] and enterprises have been granted the right to

establish, by themselves, the prices of the experimental consignments of articles, because previously the absolute majority of the prices of output in light industry were approved in the union agencies, and that required the expenditure of a large amount of time. Now the procedure for establishing them has been considerably reduced. This, of course, has accelerated the path that the innovation travels on its way to the store counter.

[Question] But isn't this kind of independence fraught with an increase in the cost of producing articles, or, to put it more simply, with a price increase?

[Answer] The enterprises have been given the right to establish prices for the articles only within the confines of a strictly defined total -- 100,000 rubles. If that limit has been exhausted, then you can see that the article is a popular one, and you should continue to produce it, but now at a price that is approved in the established procedure. Like the application of contract prices, this encourages industry to work more intensively on the creation of new and improved articles. And, consequently, it also serves the interests of the customer.

[Question] You have mentioned contract prices. Many readers ask: what are contract prices?

[Answer] Everything is very simple. For example, an enterprise has created a new article that meets the latest requirements of fashion. Naturally, expenditures were required to assimilate it. Should one wait until they pay for themselves in series production Of course one could. But isn't it more correct, right now, during the assimilation period, to "toss it out" onto the store counter? However, if one applies to these articles the price-list prices that are currently in effect, this will provide no self-interestedness in producing them, since, for the time being, the production costs for such articles are considerably higher. So the problem is resolved by the introduction of contract prices, which are determined on the basis of an agreement between the manufacturing enterprises and the trade organizations for the first consignments of experimental commodities and especially fashionable articles. In addition to the fact that the customer, today, can purchase an "article of tomorrow," this contributes to studying the demand for such commodities and serves as a means to form that demand. That is, it helps to satisfy the demands of the customer more rapidly and more completely. I might note that during the first five months of the present year, as compared with the same period last year, the production of especially fashionable articles increased by a factor of 3. In the future it will increase at even higher rates.

[Question] Speaking about the future, could you please acquaint our readers with the long-range prospects for the development of our republic's light industry in the 12th Five-Year Plan.

[Answer] Much will have to be done, because, for the time being, the work in the branch has a rather large number of shortcomings and unresolved questions. The stores still do not have sufficient quantities of cotton knitwear, children's shoes, men's shirts, or skirts made of various fabrics. One of the reasons is the shortage of capacities.

These problems will be resolved in the 12th Five-Year Plan. For example, in 1988 at the Vilnius Lead Enterprise imeni P. Eydukyavichyus a new production building will be activated, as a result of which the production of shoes will increase by 2 million pairs a year. In 1989 the remodeling operations will be completed at the Mazheykyay Shoe Factory, with an increase in production by 500,000 pairs. Large projects are planned for developing the garment branch. It has been planned, in particular, to remodel factories -- the factory in Ukmerge and the Shatriya Factory -- and to build a new shop for the production of men's shirts. As a result of all these measures, their production will increase by 1.4 million items a year.

In the current five-year plan the enterprises in the branch annually renewed, on the average, 40 percent of the variety of the commodities. With a consideration of the wishes of the customers, the production of footwear made of elastic leather has been doubled; there has been an increase by a factor of more than 1.5 in the production of footwear for the elderly, the production blue jeans and velvet trousers, cotton scarves, etc. The operations to remodel and expand enterprises will be accompanied by their technical re-equipping, by the introduction of modern, highly productive equipment and progressive technological processes, and this will be the reliable basis for improving the quality and assuring the further expansion of the variety of articles. The customers will receive a large number of new articles that meet the requirements of fashion. For example, the Drobe Association has developed a technological scheme for manufacturing yarn with increased twist. Fabrics made from this yarn will be offered to the customers in 1986. In the same year the Mastis Association plans to produce the first 30,000 articles out of velvet-type cotton-knit fabrics. In the future there will be an increase in the production of knit articles made of a mixture of natural and synthetic fibers.

The customer expects a lot from light industry. And we do not have the right to deceive his expectations. As I have already said, the chief factor on which we rely in the resolution of the growing and increasingly complicated tasks is the increase in the rate of creative labor participation on the part of the workers. In the branch there has been a multiplying of the number of people who serve as models of a highly conscientious, creative attitude toward the job at hand, who have made it a rule to work to overfulfill the assignments. Already approximately 8000 workers have fulfilled the assignments for 5-7 years of the five-year plan. Darning-machine operator Aleksandra Malinina at the Knitwear Association imeni A. Shyauchyunayte completed a personal assignment for 11 years. Set graders at the same association Bronislava Stankaytene, Meriyena Stanyavichene, Regina Malinauskene, and Al'ma Salyamonene and sewing-machine operator Paulina Snechkene have been working on their 1991 account. Two personal five-year assignments each have been fulfilled by advanced weavers at the Linas Association in Panevezhis Zinaida Stul'pinene, Danute Yanulyavichene, and El'vira Tumonene, as well as spinner at the Trinichay Association Nina Smirnova. And the number of people like that who are getting ahead of time, as I have already said, is growing. They set the tone in the socialist competition for the worthy meeting of the 27th CPSU Congress.

5075
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CONSUMER SECTOR POLICY AND ECONOMICS

USSR LIGHT INDUSTRY CHIEF INTERVIEWED ON SECTOR PROGRESS

Moscow KOMMERCHESKIY VESTNIK in Russian No 10, May 85 pp 2-5

[Article: "Goal: The Harmonious Development of the Individual"]

[Text] The party invariably maintains a course aimed at raising the standard of living of the workers. This was reasserted by the special March 1985 Plenum of the CPSU Central Committee, where it was noted that the keynote principle -- everything in the name of man, for the good of man -- must be supplemented by increasingly more profound and more concrete content. "We must achieve, we are obliged to achieve within the shortest periods of time the most advanced scientific-technical positions, the highest worldwide level of the productivity of social labor." Vast tasks such as this require the development and introduction of comprehensive programs for increasing the output of commodities, for raising the technical level of output, and improving its quality.

"Along what basic directions will the production of commodities for the nation develop within the next few years? What is being planned to expand their variety and to improve the trade in them?" Our correspondent A. Motyashov asked Chief of the Department of Light Industry and Consumer Goods, USSR State Committee for Science and Technology, committee member Rudol'f Anatol'yevich Chayanov to answer these questions.

If one characterizes briefly the prospects for developing the production of consumer goods, the work is channeled primarily toward the achievement of a qualitatively higher level of consumption, the creation of a comprehensive, esthetically organized environment of objects for the complete, harmonious development of the individual. The task that is posed is the resolution of the problem of the most complete satisfying of the constantly growing effective demand of the population, which problem is one of the chief ones in the socioeconomic development of our country during the next few years. The constant maintenance of a balance between the supply and demand of consumer goods is a mandatory condition for guaranteeing the rise in the standard of living of the population, the implementation of the socialist principles of distribution according to labor, and the proportional growth of social production and the increase in its effectiveness.

In order to determine the specific tasks for developing the branches that produce consumer goods, it is necessary to have a precise quantitative expression of the public's needs for the basic types of commodities and services. The indicators of efficient consumption which are being developed can be (with a certain degree of conventionality) such a gauge at the given stage. These indicators include: the efficient norms for consumption of the basic types of articles produced by light industry; efficient quotas for providing the public with the basic types of durable consumer goods; and also such generalizing features of consumption as the efficient consumer set of commodities and the efficient consumer budget. The development of the production of commodities must be oriented toward the satisfying of the needs in those amounts that are determined by the efficient features of consumption. The use of normative indicators intensifies the positions and the substantiation of the long-range plans for the development of production, consumption, and commodity turnover. One cannot do without fundamental measures to accelerate scientific-technical progress, to improve the quality of commodities, to develop their material-technical and raw-materials base, to improve the economic mechanism, and also to achieve the purposeful formation of the needs and improve the efficiency of consumption. All this will be carried out in close interaction with the measures for forming and distributing the monetary income of the population and for pricing.

During the years of the 11th Five-Year Plan the production of consumer goods has been growing at higher and higher rates. The variety of articles produced by light industry has been supplemented by new fabrics, by knitted and sewn articles of improved quality and more esthetic color schemes, and with new footwear fashions. As a result there has been a noticeable increase in the consumption of the commodities in those groups, and the public's demand has begun to be satisfied more fully. Moreover, the increase in the volume of consumption occurs not only as a result of an increase in the quantity of customers, but also by an increase in the number of purchases. There has been a growth in the purchasing capacity of the workers.

This situation requires that industry achieve the even sharper improvement in the quality of the output being produced. Recently industry has organized the production of various kinds of clothing made from shape-retaining fabrics and double-knit materials, raincoats made of mixture-type fabrics, and other new articles. The knitwear branch has assimilated the production of clothing made from low-stretch fabric-like materials, texturized synthetic and artificial fibers, and woolen and high-loft thread mixed with synthetic fibers.

In general it must be said that the share of finished clothing in turnover is constantly growing. It is more convenient and more advantageous for the public to buy ready-made sewn articles in stores.

Against this background one can discern especially easily the shortcomings in satisfying the demand for articles made of linen and cotton fabrics. The necessary variety of clothing made of silk and woolen fabrics is not always on sale. The same thing pertains to knitwear and footwear. This occurs partially because of the fact that a large quantity of good fabrics goes to satisfy industrial needs. There still is a small share of textile articles with the use of chemical fibers, the quality is low, and the variety of

notions and other subsidiary materials is narrow, and the range of nonwoven materials is limited.

During the forthcoming years light industry, which, in the system of industrial production, occupies second place with regard to the production of gross output, must guarantee the achievement of the norms for efficient consumption for the basic types of output. The improvement of the variety and the high quality of the articles predetermine the creation and introduction of new technological schemes, highly automated sets of equipment, the automation of technological processes, and the application of new types of raw and other materials. In conformity with the program for the creation and assimilation of the production of new types of progressive output in light industry, on the basis of technological processes of manufacturing and finishing them which result is small quantities of waste products we shall create and assimilate new types of textile materials, articles made from them, and footwear that correspond the best foreign analogues. It is planned to develop first-priority technological schemes and equipment that are not employed abroad. For purposes of the material-technical support of the basic areas in scientific-technical progress in light industry, four comprehensive target programs are being carried out. They provide for the carrying out of a number of interrelated projects involving the creation and assimilation of new technology and progressive technological schemes, and new types of output both in the branch itself and in the related production entities.

In the textile industry the chief attention will be devoted to the development of technological schemes that guarantee the production of fabrics and knitted materials with reduced material-intensity, as well as modern methods of producing nonwoven materials for industrial purposes; this will considerably expand the market for everyday textiles. Systems of nonspindle spinning and nonshuttle weaving, and efficient processing methods for chemical fibers, will receive further development.

With regard to the production of woolen materials, the improvement of quality and variety will be determined by the use of various improved fibers and yarns of various structure, by the increase in the application in the mixtures of polyester fibers that guarantee wrinkle-proofing, elasticity, fluffiness, and other fashionable effects.

Putting it more succinctly, production of sewn garments will receive the necessary raw materials for renovating the variety, and for making up a complete set of lining and interlining materials that will give the clothing elegance and shape-retention in use. By reducing the producing of traditional types of the wardrobe (scarves, suits, overcoats), there will be an expansion of the production of modern articles -- slacks, skirts, jackets, raincoats, blouses, sweaters. Work will continue in creating rapidly adjustable completely mechanized lines for the production of clothing and footwear.

In the footwear branch it is planned to develop a technological scheme for manufacturing high-quality output on the basis of the automation of the basic technological operations and the use of new natural and artificial materials. Technological schemes and equipment which have small amounts of waste products and are productive are being developed for cast riveting of parts for the

bottom of footwear, which parts are made of various polymer materials, including modified PVKh [polyvinyl chloride], polyurethanes, thermoelastic plastics, and rubber mixtures. There has been an increase in the application of artificial and synthetic hides and textile materials. Hence there has been an expansion in the variety of stylish footwear, including footwear intended for sports purposes. It is planned to increase the production of closed-type articles -- low boots, various kinds of shoes and slippers.

The resolution of the problem of the fundamental improvement of the variety and quality of the articles produced by light industry, of course, requires the serious technical re-equipping of the finishing production entities and the broad introduction of new modern methods of dyeing and finishing the fabrics. In particular, the introduction of a reduced technological process for producing synthetic yarns by the glue method will guarantee the production of a new variety of high-quality sewing threads.

Finally, modern production is also the creation of automated sets of equipment, automatic manipulators, and automated systems for controlling the technological processes, as well as the creation on their basis of completely mechanized and automated sectors and entire enterprises in the light and garment branches of industry.

Today we can easily see the major shifts that are occurring in saturating the market with commodities intended for cultural, everyday, and household purposes. There has been a constant increase and expansion in the production of new types of articles. The base for this is the introduction of progressive technological schemes and modern scientific-technical achievements. At the present time the total annual production of new types of commodities intended for cultural, everyday, and household purposes is valued at more than 2 billion rubles. There has been a sharp increase in the manufacture of the basic types of technically complicated durable consumer goods. As a result the extent to which the public is provided, for example, with sewing machines, washing machines, bicycles, and refrigerators is close to the efficient norm.

With regard to timepieces, our country has taken first place in the world. The collection of different types consists of more than 1500 models.

At the present time the television network of the Soviet Union provides the opportunity for the continuous reception of nationwide programs on a territory where approximately 80 percent of the total population lives. The headlong rates of production growth and the improvement of the different models of television receivers have made it possible to close very close to satisfying all the need for them. During the past five-year plan alone, 113 models of new television sets were introduced, of which 70 models are color television sets.

The population today has in operation more than 75 million household refrigerators and freezers. Their production has been increased to 6 million items annually. The variety consists of 56 different models. However, the number of large-capacity refrigerators -- from 240 to 400 cubic decimeters -- being produced is insufficient.

A similar situation has developed with regard to household washing machines. More than 4 million of them are being produced every year. One desirable feature is that a number of models now have two washing cycles. But the existing structure, variety, and quality of the washing machines do not satisfy the increased demands of the customers.

We have a small variety of multipurpose kitchen, laundry-drying, and ironing machines, and do not have any dishwashers at all.

In our country 34 million families in rural areas and approximately 10 million city residents are employed in the growing of personal plots. Those plots contain more than one-fifth of the livestock, grow approximately one-third the vegetables, fruits, and berries, and two-thirds of the potatoes, and produce one-third of the milk and eggs. This is a considerable contribution to our country's foodstuffs fund! Therefore this matter requires encouragement, support, and the providing of the workers with the necessary tools, attachments, and especially various means of small mechanization. At the present time we are producing individual types of automatic-energy tools -- the MK-1 rod-type motorized mower (the Rosinka), and the EOS home-garden electric sprinkler. In order to grow truck-garden crops, industry has assimilated orchard and truck-garden hotbeds, and more than 20 types of equipment for maintaining domesticated animals and poultry.

A very important area in developing the consumption of commodities intended for cultural, everyday, and household purposes within the long-range period will be the raising of the degree to which the families are provided with everyday technology.

The production of a broad range of everyday appliances must be oriented on the formation of consumer complexes and the creation of the maximum conveniences in consumption (automation, remote control, high effectiveness of action, rapidity and simplicity of service). The articles to be produced by various enterprises and associations in various ministries and departments must correspond to one another in form, dimensions, and color, must form a harmoniously organized consumption environment, and must correspond to the requirements that are made by various groups of consumers. It is planned to achieve a situation in which the articles that are functionally connected in use by a single chain will be produced in the necessary consumer set. For example, an increase in the production of cameras will be accompanied by a corresponding increase in the production of photographic paper and photographic chemicals; an increase in the production of magnetic tape recorders will be accompanied by a corresponding increase in the production of film. The reserves exist for this purpose. For example, thin tape (27 microns) that was assimilated as long ago as 1977 is currently being produced in volumes of less than one percent of the total production of tape for reel-type magnetic tape recorders. A new tape (developed in 1981) also exists for cassette-type tape recorders, but its quantity is insufficient even for the mandatory inclusion in tape recorders being sold. The existing capabilities must be completely used by enterprises of USSR Minkhimprom [Ministry of the Chemical Industry]. Similar claims are also being made against USSR Minelektrotekhprom [Ministry of the Electrical Equipment Industry], which is

satisfying only 67 percent of the need that trade organizations have for galvanic cells and batteries. That means that one-third of the household appliances being used by the population cannot be used.

It is necessary to make up for these omissions, inasmuch as industry has been faced with new global tasks. The production entities that have been isolated as the most promising ones are those that will guarantee: the improvement of the population's housing conditions; the development of the construction of individual homes and summer cottages, including the management of the personal plot; the development of the creative activity of the consumers in everyday life (of the "do-it-yourself" type); the more complete and varied satisfaction of the cultural demands of people, the development of new forms of active recreation, tourism, sports, and creativity.

Something that requires special attention is the creation and assimilation of the production of new technically complicated commodities with reduced energy-intensity and reduced material-intensity. In particular, on the basis of flexible, rapidly adjustable production entities it is planned to create household refrigerators with an inside capacity of up to 400 cubic decimeters with the use of a multicomponent cooling agent, improved compressor motors, and heat insulation made of foam polyurethane. As a result there will be a considerable reduction in the percentage of energy consumption and materials consumption. This will make it possible to expand the variety of refrigeration technology with a capacity of from 140 to 420 cubic decimeters, to reduce the number of models, and to achieve a high level of unification within the confines of the group. The beginning has already been laid -- Minlegpishchemash [Ministry of Machine Building for Light and Food Industry and Household Appliances], the lead ministry, has developed a parametric series of household refrigerators and freezers. However, the work of assimilating them into production is still being carried out slowly. Meanwhile the next item on the agenda is the creation of new household appliances. They include a multifunction refrigerator that will include a compartment for the prolonged storage of fruits, vegetables, and other perishables. Properly speaking, there have already been certain successes in this area. The workers at the Saratov Electrical-Unit Production Association manufacture the MSh-80A freezer, which makes it possible both to freeze products (in the -24 degree Celsius mode) and to store them (in the -18 degree Celsius mode), simply by switching the dial to "store."

It is planned to produce a series of machines to be installed in special utility rooms of urban and rural housing. These include: washing machines, dryers, and ironers with chiefly automated and programmed control. A considerable place is assigned to the creation of base-type automatic washing machines with front and top loading.

The development of the variety and consumer properties of electrical heaters for preparing food involves the production of electric hot plates (electric heating panels) and roasting ovens to be included as part of kitchen furniture, microwave ovens to be used separately or in combination with freezers and refrigerators, and hot plates and heating panels with glass ceramic framing and film heating elements.

The raising of the level of the consumer properties of household lamps will be achieved by expanding the application of new sources of light (incandescent bulbs with mirror finish, shaped bulbs made of pressed glass, small-sized halogen bulbs, and special luminescent bulbs), the use of new light-engineering and design materials (double-layer plexiglas, chandelier silicate glass, decorative foam polystyrene), the applicable of improved electrical-installation devices designed for light-engineering purposes, including various types of electronic devices for light regulation and standardized design elements, and the changeover to modular planning of devices.

In the group of commodities intended for cultural and everyday purposes, a large amount of attention is devoted to the creation and development of the production of television receivers, primarily color television receivers, with the highest consumer properties.

A question that has been put on the agenda is the question of creating a stable mechanized tool base for running the subsidiary management. The broad development of this group of commodities will be carried out along the following basic directions: improvement of the variety, raising the level of the consumer properties and quality of the tools, stock, and equipment; creation and assimilation of various means of small mechanization for vegetable growing, livestock breeding, repair-and-construction, transportation, and other farm operations. Items that will become fundamentally new commodities are units for the biological purification of runoff water, plastic dismountable containers for preparing compost, and crushers for vegetable and household waste products.

A very important question that pertains to the activity of the industrial ministries and their scientific, design, and industrial enterprises is the study, forecasting, and formation of the public's demand, the taking into consideration of the influence exerted by new articles on the structural changes in the consumption and the standard of living of the population, the organization of the consumption infrastructure, and advertising activity. It will be necessary to create a comprehensive interbranch system for the formation and improvement of the variety of technically complicated everyday articles, which system functions on two levels -- the branch level and the interbranch level. In the first instance the work of forecasting and forming the variety of commodities is carried out by the lead ministries and departments. The work is carried out on a single scientific-methodology basis and is carried out in accordance with a single methodology. In the second instance (the interbranch level) one creates comprehensive programs and plans for the formation of the optimal variety of the commodities. The policy that has been elaborated, and that is aimed at the formation of the market for the new commodities, will also make it possible for trade to operate successfully.

By decisions of the party and the government, USSR Mintorg [Ministry of Trade] has been given the responsibility of carrying out the function of customer with regard to consumer goods. And so it is necessary to obtain from the trade system well-substantiated, specific tasks. Good service here can be rendered to the branch by the development of marketing under conditions of developed socialism. The purpose of marketing is well known -- the intensification of the active effect upon the development of the production of

commodities and upon their sale on the basis of the complete study of the public's demand and needs. Within the next few years it will be necessary to develop the basic directions in the development of marketing as the basis of the target-program approach to the resolution of the problems of the formation of the public's needs and demand, with a consideration of the increase in the material and spiritual needs. This includes the study of the needs of specific groups of the population, and also the effect upon the consumer with the aid of advertising for the new commodities, and of new forms of sale, and the creation of system of feedback between the trade organizations, on the one hand, and the developers and manufacturers of the consumer goods, on the other. This is all the more important because our country has never before had such tremendous resources of consumer goods as it does currently, and the purchasing power of the workers has never before been as high as it is at the present time.

Thus, purchases of foodstuffs, as compared with 1970 (in comparable prices) increased by 42 percent, and of nonedible commodities, by 79 percent. In the overall volume of sale, there was an increase in the percentage of commodities intended for cultural and everyday purposes.

Trade responded to this change in the makeup and structure in its network by raising the level of specialization and concentration, and by the introduction of progressive forms of selling, modern technological schemes, and new technology. As of the beginning of 1984, in state trade, stores constituted two-thirds, and kiosks and stalls constituted one-third. There was an increase in the sale of commodities by the self-service method. This year it is planned to increase that kind of sale in food stores to 56.7 percent, and in nonfood stores to 64.5 percent. This growth tendency will also continue in the future.

It is understandable that the broad introduction of self-service, sales based on preliminary purchase orders, and delivery of items to the home are possible only if trade is provided with modern machinery, equipment, and means of transportation, and if the packaging materials are available. Therefore it is necessary to carry out an entire set of measures involving scientific-technical progress in trade and, in particular, in retail and wholesale.

The basic directions of scientific-technical progress in retail trade are linked primarily with the expansion of the technically equipped network of department stores, by the broad introduction of progressive forms of trade (self-service, sales based on preliminary purchase orders, based on samples, etc.), by the introduction of an efficient system of commodity supply. There will be an increase in the extent to which the public is provided with trade area. The sale of large-sized and technically complicated articles will be carried out principally on the basis of samples, with delivery to the home.

The development of wholesale requires the introduction of progressive technological schemes for the warehousing of commodities, with the application of modern means of mechanization, transportation, the providing of the proper conditions for the efficient housing of the mass of commodities, and the increase of the area for general-commodity warehouses for nonedible commodities.

Moreover, the trade collectives, to no small extent, determine both the satisfying of the public's needs itself, and the formation of those needs. Or, rather, this process must be directed by the joint efforts of the workers in trade and industry, as also the scientific efforts attached to them.

Only then will the target programs being implemented make it possible, in addition to improving the providing of the workers with products and commodities, to continue to create the conditions for the harmonious and complete development of the individual. In the long-term view we shall overcome the differences in the degree of satisfying the needs of the population in individual republics and regions, in the confines of the continuation of the policy of their specialization in the area of the production of the basic types of agricultural and industrial output. Simultaneously a problem that remains a vitally important one is the use of all the local capabilities for expanding the production of commodities with a mass demand and necessities of life. And, as was emphasized at the special March 1985 Plenum of the CPSU Central Committee, it is important to remember "that the improvement of a person's living conditions must be based on his growing contribution to the common cause." Everyone who participates in satisfying the public's needs for high-quality commodities, the resolution of problems of bringing people closer to the level of the efficient consumer budget, and the balancing of supply and demand, is obliged to execute his job creatively, with high responsibility and effectiveness.

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FOOD PROCESSING AND DISTRIBUTION

USSR TRADE CHIEF NOTES SHORTCOMINGS IN BREAD PRODUCTION

Moscow EKONOMICHESKAYA GAZETA in Russian No 27, Jul 85 p 19

[Article by Ye. A. Klinkov, director of the Administration for Food Trade of the USSR Ministry of Trade: "Save bread - the people's wealth."]

[Text] Not long ago the sowing equipment departed the fields in the northern regions of the country, and in the south the harvest is already underway. The grain from the new harvest will go to the elevators and the processing enterprises and qill be placed on our table in a great variety of product.

In the struggle for economical use of the valuable food product a special place is allocated to trade. What it doing for the maximum reduction of losses? At the request of the editorial staff this question is answered by Ye. A. KLINKOV, member of the collegium and director of the administration for food trade of the USSR Ministry of Trade.

The recently issued decree of the CPSU Central Committee and the USSR Council of Ministers on the economic use of bread is one more manifestation of the concern of the party and government about zealous management, about people's welfare and a fuller satisfaction of their needs for food products.

One of the ways for saving bread (which was written about recently in EKONOMICH-ESKAYA GAZETA) is increasing the production of bread in smaller weights. For that reason, in four years the share of bread in smaller sized is the enterprises of the USSR Ministry of the Food Industry rose to 80 per cent as against 34. And in a number of union republics (RSFSR, the Ukraine and Kazakhstan) it is even two to four per cent higher.

At this point it should be noted that in individual regions of Siveria, the Far East, Turkmeniya and Uzbekistan the requirements of the customers for buns, rolls, and crackers (I must emphasize - despite a significant increase in their production) are not completely satisfied. To a certain extent this is linked with an insufficiently developed bread baking industry.

A not unimportant condition for improving trade in bread and reducing its losses in the household is the well-organized operation of the break baking enterprises and also transport, ensuring the delivery of products to the points of sale in strict conformity with the agreed schedules.

In many cities of the country bakery products are delivered two-three and more times a day. Instances of failure to meet established schedules, however, are still numerous unfortunately.

Practice has shown that part of the bread production is not sold because of staleness. For preventing this polyethylene and fabric materials, cabinets and boxes are used in the trade enterprises.

There is one more substantial element in the struggle for saving bread-the introduction of progressive technology for commodity movement with the use of packaging equipment (containers). Their use improves the operations of all links in the chain "production to trade," facilitates the maentenance of product quality and reduces the losses of labor and time.

Many examples could be cited of the successful introduction of this technology in the Baltic republics, the RSFSR, Belorussia and Georgia, where from 60 to 67 per cent of bread and rolls are delivered in packaging equipment and, for example, in Siauliai and Druskininkai, all one hundred.

For reducing purchases of the product in larger quantities than are needed, bread weighing four hundred grams and more is cut in pieces at the request of the customer in all retail sales establishments.

A large consumer of bread (and naturally a source of its more economical use) is the system of public catering.

Substantial shortcomings in the use of bread were discovered, in particular when checking institutions for pre-school children, cafeterias at industrial enterprises, elementary schools, vocational schools, institutions of higher learning and also in the restaurants and cafes of the cities of Frunze and Przhevalsk. The measures that were taken helped to reduce the consumption of products by almost three thousand centners in the public catering system of Kirghiziya in just one year.

Measures are being taken for restoring order to the consumption of bread in eating places in air and rail transport and in restaurants. The sale of 50 gram rolls is being increased. It is categorically forbidden to prepare sliced bread for the whole day in public catering enterprises.

And still, despite the measures taken, losses of bread in public catering have not been eliminated. This product is included in large quantities in the menu for complete dinners without taking into account the composition of the dishes. Bread included in the rations for free (reduced-price) meals is expended unjustifiably. As established in checkups, the cafeterias of Nizhniy Tagil, Orenburg, Donetsk, Yerevan, Nikolayev and Pensa are especially guilty of this.

I would like to say also that a great deal is being done in the branch for strengthening supervision over delivereis of food products to trade enterprises. Economic penalties are being used against the suppliers for violations of orders. In just one year monetary penalties amounting to 248,000 rubles were levies against the bread baking enterprises of Krasnoyarsk Kray. Enterprises of Kostroma and Tyumen oblasts were also punished with the ruble.

As was noted above, measures are being taken in the trade field to maintain the quality of the product. Thanks to this its return for industrial reprocessing has been reduced. In particular, over the past four years it has been reduced by sixty per cent in the Latvian SSR, in the Azerbaijan SSR by 54 per cent, in the Kazakh SSR by 44 per cent and in the Turkmen and Moldavian SSR's by 34 per cent.

The workers in the branch face a responsible task, that of reducing to zero the losses of bread while it is on sale. This is the primary professional obligation of the staffs of all trade enterprises. And there are about 12,000 of them in the system of the USSR Ministry of Trade, if one counts only the specialized ones. In addition bread and bakery goods are sold in department and "Diet" stores. Many of them have accumulated experience in the zealous relation to this valuable food product and to all ways of economizing on it.

In the last four years alone while more fully satisfying the demand of the population at large a reduction of five million rubles (calcualted for 23,300 tons) has been accomplished in the consumption of bread and rolls. This figure, however, must be a great deal higher.

Along with organizational work at trade enterprises and strengthening the responsibility of personnel and their executives for thrift and economy, informational and educational work is being conducted among the population. Recently the national commercial advertising organization Soyuztorgreklama arranged for the distribution of a special television film among the republic television centers and the broadcasting of four radio programs over Moscow Radio and other centers, at the industrial enterprises of Moscow, at the VDNKH [Exhibition of USSR National Economic Achievements] and at stadiums.

In retail trade establishments more than 300,000 copies of the poster, "Bread-Our Wealth," were distributed.

We think that everything specidifed in the decree of the Party and Government will be fulfilled unconditionally, and the trade workers willmake their contribution toward implementation of this important task of the national economy.

12893
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16 September 1985

PACKAGING MATERIALS PROBLEMS IN MEAT, DAIRY INDUSTRY EXAMINED

Measures Taken

Moscow, MATERIAL'NO-TEKHNICHESKOYE SNABZHENIYE in Russian No 9, Sep 84 pp 20-23

/Article by V.Demin, first deputy minister, USSR Ministry of the Meat and Dairy Industry/

/Text/ As a result of measures undertaken by the party and the government, the meat and dairy industry has been transformed into a highly developed sector of the agroindustrial complex. Today the industry incorporates about 5500 enterprises which turn out almost 43 percent of all the food commodities produced in the land.

The entire work effort of our industry's labor collectives is based on the decisions of the February and April (1984) plenums of the CPSU Central Committee and the directives and conclusions contained in the speeches of comrade K.U.Chernenko. These collectives are making a worthy contribution to the fulfilment of the Food Program. Suffice it to say that for the first six months of this year they produced above plan 240,000 tons of meat, 65,000 tons of sausage products, over 30,000 tons of butter and almost 7000 tons of enriched cheeses. Overall commodity production was about 20 billion rubles. This is substantially more than planned. It is the first time that the industry has achieved such a high volume of production.

The main technical and economic indicators were all fulfilled, including the plans for labor productivity growth and profits received. Significant progress was made in the matter of improving output quality and broadening its variety, in achieving more economical and more rational use of raw materials, fuel, energy and other resources.

In the current 5-year plan period the industry is undergoing further intensive development. The plan for this year alone calls for the commissioning of over 50 modern, highly productive enterprises. Among them are the Novaya Kakhovka and Talas meat-packing plants in Kherson oblast and the Kirghiz SSR respectively, the Magnitogorsk, Gur'yev and Furmanov city milk-processing plants, cheese plants in

Kargat, Novosibirsk oblast and Khoyniki, Gomel oblast, and a milk cannery in the Bashkir city of Sibay.

Work continues on speeding up scientific and technological progress in the industry. This year assimilation of new machines and advanced technology will produce an economic effect of over 100 million rubles.

It must at the same time be pointed out, though, that there are a number of unresolved problems in the meat and dairy industry that hold back progress in the matter of better utilizing raw materials, expanding product assortment, increasing productivity of labor and speeding up scientific and technological progress. Especially acute is the problem of packaging materials and containers in that their deliveries are inadequate and do not cover our enterprises' needs.

Only one third of the meat products and about half of the dairy products sold over the counter are packaged. This is far below the target figures. Retail stores get their meat mainly in carcasses and carcass halves; sausages and cheese - in large sticks and heads; milk, sour cream and cottage cheese - in canisters and tank trucks; butter and fats - in barrels and crates. This in turn leads to losses, deterioration of product quality and corrupt practices by supplier and retail organizations alike.

Because of a shortage or complete absence of some types of polymeric film, foil, laminated paper, cardboard and other composite packaging materials no production has been organized of meat cut to culinary specifications (semimanufactures), packaged sausages, cheese, canned products and milk in soft modern packaging. Because of the absence of production facilities to manufacture reinforced viscose casings we do not produce the planned assortment of sausages and frankfurters. Even those types that do make it to the retail outlets are not always attractive to look at.

It goes without saying that the workers of the meat and dairy industry are by no means indifferent to the final form and appearance of the products of their own labors. Under the present circumstances, when the output of packaging materials for meat and dairy products is not keeping up with the output of the products themselves, the ministry is undertaking measures to create its own enterprises to produce packaging materials.

Having considered the long-range prospects for production and packaging of meat and dairy products, the USSR Ministry of the Meat and Dairy Industry came up with a program for the further development of packaging-material enterprises. The results are already evident. An all-Union industrial association for the manufacture of packaging items, materials and technological accessories. Soyuzmyasomoltara, has been established within the framework of the ministry. It encompasses 13 enterprises with an aggregate output of over 120 million rubles. These supply the industry with much-needed user, polymeric transportation and corrugated packaging.

The target figures for production of polymeric baskets and crates have been met. This year the Semipalatinsk paper-packaging combine will expand its capacity by ten million square meters of corrugated packaging a year.

In a relatively short period of time the enterprises of the association have mastered such technological processes as extrusion of thermoplastic materials, lamination and printing on polymeric and composite surfaces. Scores of new types of packaging materials have been put into production.

The consistent efforts by the ministry to cut down production of uneconomical, material and labor-intensive sorts of packaging and replace them with more progressive varieties have allowed it to achieve substantial changes in the structure of its output. There has been a significant reduction in the production of wooden crates and a corresponding increase in the manufacture of cardboard, paper and polymeric ones. The routine technology of knocking up wooden crates is being replaced by automated processes of fabricating lightweight and easily handled plastic crates and baskets by pressure-die casting. These are more hygienic and more easily washed. They last much longer than wooden and metal crates. At the present time our enterprises turn out up to two million plastic crates and baskets a year.

The polyethylene transportation and polystyrene user packaging, the combination materials for milk, polystyrene and paper cups, aluminum tubes and polystyrene ribbon that our plants require today are manufactured mainly by our own enterprises.

The creation within the association of a project and design bureau has allowed us to develop methods aimed at further rational specialization of container and packaging materials production and to determine the most economical and effective utilization thereof to ensure preservation of the commodities produced. The enterprises have provided training to cadres capable of finding professional solutions to the industry's problems. A material and technical base is thus being created in the industry for the accelerated development of packaging-material production and the partial liquidation of the lag that has been allowed to develop.

However, we regard our achievements only as a first step to the solution of the problem. Our current capacity does not satisfy in full the industry's need for containers and packaging materials either in quantity or in quality.

To some extent this is the result of a lag in the construction and reconstruction of three specialized packaging-material plants. It is for this reason that in the eleventh five-year plan the industry will experience a substantial shortage of corrugated packaging, wind-on cardboard drums and polyethylene crates. All this

exerts a negative influence on the provision of the enterprises with packaging items. As before, they are facing an acute shortage of returnable containers from polymeric materials, corrugated-cardboard crates, composite materials, multilayer and one-ply polymeric film, sausage casings, labelled packaging materials from paper, parchment and foil. The containers and packaging materials now being produced do not always comply with modern standards.

In order to substantially increase the output of meat and dairy products in packaged form our ministry plans to build and put into operation in the twelfth five-year plan additional production facilities for the manufacture of polymeric and paper cups, corrugated boxes and returnable polymeric containers. This will enable us to increase production of sour cream, processed cheese and ice cream in disposable packaging, as well as of dumplings, prepared foods, canned foods, sausage products, cheese and poultry.

The implementation of these projects will require large amounts of low-pressure polyethylene, equipment to produce paper and polystyrene cups, offset printing presses, automatic carving and thermo-shaping machines, press molds. Of the many types of packaging-producing machines available preference should be given to integrated production lines with a complete cycle - from the initial components to the finished product.

These are, so to speak, our long-range plans. At the present time our ministry does not have the resources to have our own enterprises produce enough packaging materials and containers to cover all our needs. The reliability of the situation depends in large measure on the Ministry of the Chemical Industry, the Ministry of Machine Building for Light and Food Industry and Household Appliances and other ministries and departments with whom we maintain close economic ties.

Last year, for example, this dependence made itself especially acutely felt. Many plants reneged on their contractual obligations. Our enterprises did not receive all the cardboard and wooden containers allocated to them. Deliveries were disrupted by the Kherson Glass Receptacle and Zheleznogorsk Paper Packaging combines, the Krasnoyarsk Cellulose Paper mill. As a result, the enterprises of our industry were unable to package over 110 million standard cans of meat and dairy products. Part of our output was shipped out late, and some in violation of transport rules.

Such breaches of delivery discipline serve to block the creation of a normal working atmosphere and are not conducive to the formation of a normal carry-over inventory of packaging items. On January 1 of this year the on-hand supply of cardboard packaging for butter was less than 50 days, the norm being 78 days. There were long interruptions in deliveries of packaging by enterprises in Leningrad, Kostroma and Gorky oblasts. The Leningrad production association for processing plastics imeni KOMSOMOLSKAYA PRAVDA failed to deliver a large amount of plastic crates for the transportation of bottled milk.

This year the enterprises of our industry came up with higher socialist obligations and counterplans. Their fulfilment will require additional amounts of cardboard and wooden crates, paper bags and polymeric crates. Past experience has shown, however, that even planned shipments of packaging do not, as a rule, arrive on schedule. Above-plan output of our products will thus create additional and quite serious problems.

The rhythmic, smooth functioning of our meat-packing plants, dairy-product enterprises and canneries depends in large measure on their suppliers, on these suppliers' ability to increase production and organize prompt shipments of polymeric film, granulated polyethylene and polystyrene, labelled and thermolaquer-coated foil, viscose sausage casings and cardboard for the manufacture of packets of the "Pure Pack" type.

The workers of the meat and dairy industry expect a great deal from the Ministry of the Chemical Industry which is still holding up the organization of the production of commodities in disposable packaging popular with consumers. The polyvinylidene film currently in production ("Povidene") is used in the cheese-ripening process and partly for packaging poultry and prepared meats. By its physical, chemical and technological properties it satisfies the demands placed on modern packaging. However, this quite good packaging material is produced in insufficient volume, is not done in bright colors and carries no printed message. As a result, the commodity looks unattractive.

To satisfy our industry's demand for "Povidene" it is necessary to have production facilities for at least ten thousand tons a year. It is also necessary to organize production of polyethylenepolyamide film which is used for packaging prepared meats, sliced sausage and sliced cheese. Products in such packaging retain their quality over a long period of time and look attractive as well. The technological process of its manufacture has already been developed. The Ministry of the Chemical Industry should speed up its mass production.

There are a number of demands placed on the chemical sector of the national economy by enterprises processing meat into sausage. At the present time the technological process for boiled sausage products uses mostly cellophane casings which from the point of view of quality and durability are not doing the job. For these purposes it would be more expedient to use viscose and reinforced viscose casings. They lend the product a more appealing look, prevent its drying up and allow to raise the level of mechanization of the operations involved.

The Ministry of the Chemical Industry has developed the technology to manufacture the artificial sausage casings intended to replace cellophane. Much to our regret, however, their actual production is planned for 1990. This is an inadmissibly long period of time. In our opinion, it should be drastically reduced.

The best material for packaging butter, fats and cheese and cottage cheese products is aluminum foil lined with subparchment. This valuable material is manufactured by only one enterprise of the USSR Ministry of Nonferrous Metallurgy. But even here its production was terminated as of last year for reasons we fail to understand. To partially satisfy the requirements of our industry's plants hard currency is being needlessly spent, an approach to the solution of the problem one would hardly call good economics. The situation insistently dictates that the production of subparchment-lined foil be renewed in sufficient volume to fully meet the requirements of the meat and dairy industry.

In our opinion, it would be expedient to organize the production of thermolacquered aluminum foil which is needed to package cottage cheese products, sour cream and processed cheese.

Because of the acute shortage of tin that has developed over the last decade the canning industries of some countries have switched to the use of a composite material called "lamister" (polypropylene - foil - lacquer). We too have developed a process for its manufacture. It is planned for production by the Ministry of the Fish Industry in 1986. Even if the above ministry handles the problem in a business-like way and does begin production of "lamister" on schedule, it is highly unlikely that the material will be utilized. The fact is that the Ministry of Machine Building for Light and Food Industry and Household Appliances is holding up the manufacture of the needed technological equipment.

A large debt is owed to our industry by the USSR Ministry of the Timber, Pulp and Paper, and Wood Processing Industry. Over the last few years this ministry's enterprises have been guilty of systematic underdeliveries of corrugated-cardboard packaging, wooden crates and cardboard and paper for the manufacture of our own packaging materials. We are not satisfied with the volume, assortment and quality of the goods that are delivered. In particular, the paper that goes to make "Tetra-Pack" packets is not noted for its durability or attractive looks (whiteness). The "G" paper from which ice cream cups are made is very difficult to process because of its uneven texture thickness. The corrugated-cardboard crates are too flimsy to survive long journeys. Moisture-resistant corrugated cardboard is not yet in production.

Also not fulfilling its assignments is the USSR Ministry of the Construction Materials Industry. No further significant increase in the output of milk and sour milk beverages is possible without a significant rise in the production of glass bottles.The number of bottles that will be needed in 1985 and 1990 to ensure the substantial increase in milk output envisioned by the Food Program has been computed and is well known. Nevertheless, the Construction Materials Ministry has no plans for any meaningful expansion of industrial capacity to manufacture bottles and is not doing much

in the way of mastering production of a lighter and sturdier milk bottle. This is an approach that we find hard to accept.

The growing output of packaged products, their haulage to self-serve stores whose number is constantly on the rise inevitably dictate the need to perfect the transportation process. One of the ways to achieve this is to greatly expand the use of special haulage containers. Unfortunately, containerization is developing at an inexcusably slow pace. Above all this is a result of shortcomings in the organization of container production. In our opinion, the current lag could be liquidated by switching to centralized production of containers in the framework of the specialized machine building system.

There are other problems too. The machine builders are very slow about developing and mastering new types of high-productivity equipment for the manufacture of packaging and packaging materials. In technical level and productivity the existing inventory of machines cannot perform its assigned tasks. Too much time is being spent on the development and series production of mechanized flow lines to slice and package meat, sausage products and cheese and to make and package dumplings. There must also be a significant increase in the output of high-productivity milk-bottling lines.

The collectives of the meat and dairy industry's enterprises are firmly resolved to meet the target figures of their respective plans and socialist obligations. This will helpful in implementing the Food Program of the USSR.

Deputy Minister Responds

Moscow, MATERIAL'NO-TEKHNICHESKOYE SNABZHENIYE in Russian No 5, May 85 p 68

/Follow-up article by D.Didkovskiy, deputy minister, USSR Ministry of the Timber, Pulp and Paper and Wood Processing Industry/

> /Text/ An article entitled "Progressive Packaging Materials for the Agroindustrial Complex" in the No 9, 1984 issue contained criticism of the USSR Ministry of the Timber, Pulp and Paper and Wood Processing Industry for holding up the production of progressive packaging.

It is true that individual enterprises are guilty of underdeliveries of corrugated packaging to plants of the USSR Ministry of the Meat and Dairy Industry; in a number of instances the corrugated cardboard boxes supplied fell short of standards concerning

the steadfastness of the glue and the "resistance to compression" factor. That is why the criticism levelled at the Baku and Kashira enterprises which permitted violations to occur in the technology of packaging production was justified. These incidents were reviewed by the associations and the ministry.Measures were taken to prevent the outshipment of low-quality products.

Objectively assessing the situation in the country with regard to packaging, we would like to point out that most of our enterprises are equipped with obsolete machinery. The Ministry of Machine Building for Light and Food Industry and Household Appliances which is responsible for the production of new package-making machinery has not, unfortunately, organized the industrial output of our own Soviet lines to make packaging out of corrugated and glued cardboard.

In a partial solution to the problem our ministry last year purchased abroad eleven full-cycle technological lines for processing corrugated cardboard into boxes. Their installation at functioning enterprises will allow us to increase the output of cardboard boxes by 250 million square meters as early as this year and to improve their quality.

At the same time the ministry has drawn up and is implementing a set of measures aimed at improving the quality of packaging cardboard and corrugatable paper.

Currently under joint study with Gosplan and the construction ministries is the question of creating in the twelfth five-year plan new enterprises to produce cardboard packaging and of expanding and retooling functioning plants. The ministry has earmarked the necessary capital investment funds for these purposes. However, Gosplan has not up to now made the final decision because of the construction ministries' refusal to undertake contractor work.

Our ministry now has the possibility to manufacture moisture-resistant impregnated cardboard and packaging therefrom using existing capacity. Because of insufficient allocations of food paraffin, ceresin "67" and starch the current output of such packaging is insignificant.

The ministry has also developed a technological process to produce moisture resistant packaging cardboard and boxes therefrom using latex CKC-75k. The series production of both is being held up by the Ministry of the Chemical Industry.

The non-fulfilment of the plan for producing and supplying wooden box kits to clients of the agroindustrial complex by enterprises of the Ministry of Timber, Pulp and Paper and Wood Processing Industry is the result of an imbalance between production and logging plans.

Over the last few years our ministry has been working with the Ministry of the Meat and Dairy Industry to improve the quality of the paper base for the composite material from which packets of the "Tetra-Pack" type are made. It is produced in full compliance with industry standard OST 81-50-79. To further improve the quality and appearance of this paper a new indicator was written into the industry standard - "lactic acid absorbability", and the whiteness indicator was raised from 48 to 55 percent. Last year the Syktyvkar logging and industrial complex which manufactures the paper achieved an average whiteness in it of 60 percent.

Measures are being undertaken to organize the manufacture of paper for product packaging on model "G" automatons at the Sloksk pulp and paper mill in strict compliance with all-Union standard GOST 7247-73.

The issues touched upon in the article are kept under constant supervision by a Commission for resolving operational problems related to the implementation of the Food Program. The commission regularly reviews the situation with regard to fulfilling the assignments for production, quality and deliveries of commodities which serve that end.

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